Bibliometric Analysis: Digital Literacy in Sharia Business

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Article Info	ABSTRACT
Keywords: Bibliometrics, Sharia Business, Digital Literacy.	The publication of scientific publications will continue to increase the number of publications every year, which shows that the development of science and knowledge is increasing. If a research topic experiences an increase in publications every year, it shows that the topic is interesting to research. Researchers need to know a topic that is always experiencing an increasing trend in order to conduct further research related to that topic, one way is by conducting bubliometric analysis. The purpose of this study is to examine the development of research trends related to the topic of digital literacy in Sharia business. The method used in this study is bibliometric analysis, data collection in the study is carried out by searching through Scopus with the keyword: "digital literacy and sharia business" then mapping is carried out through vosviewer. The entire data is exported in CSV format with a total of 378 documents. The findings of this study show that the number of research on the topic of digital literacy in the development of MSMEs has increased over the last five years in 2020-2024. The results of the analysis show that research topics related to digital literacy in Sharia business have experienced publication development over the past five years, and the highest publication in 2024. The most prolific writer is Basrowi with 8 documents. Indonesia is the country that produces the most research on the topic of digital literacy in Sharia business. The research trend related to the topic of digital literacy in sharia business is experiencing publication development every year, showing that this topic is interesting to be researched in the future.
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INTRODUCTION

Sharia business is a business activity or business that is developed according to the rules listed in the Quran and hadith. In carrying out business activities, a Muslim is required to behave in accordance with Islamic law and must not deviate from all provisions of Allah, All negative traits in business activities must be avoided such as reducing scales, measurements, measurements, counterfeiting goods, lying, the riba system and others. Sharia business is currently developing, which is a form of progress from the development and expansion of the Islamic economy in Indonesia. The

factors that support the development of this Sharia business are the skills of businessmen in various ways, one of which is a skill that plays a very important role in the digital era like today, namely digital literacy. Along with today's rapid technological advancement, a person who plays a role in the business world needs to have digital literacy in order to be able to compete and take advantage of technological developments that continue to develop.

Digital literacy is a person's knowledge and proficiency in using digital media, communication tools or networks in finding, evaluating, using, creating information and making the best use of it in business activities. Digital literacy significantly affects a company's ability to compete in an increasingly competitive market. This is due to changes in buyer behavior, technical advancements, and increasingly tight competition in the world-class market. Companies that rely on digital technology in their operations can respond to market changes faster. Digital literacy in business, especially sharia business, has a very important role considering all forms of buying and selling activities in Indonesia today which are all digital. In addition, it also refers to the state of Indonesian society which dominates Muslims so that it becomes a potential for sharia-based businesses in Indonesia. Through digital literacy, business actors not only understand digital media, they can also balance with daily activities, especially to support their business activities, such as promotion or marketing through social media so as to provide benefits for their business. Marketing through social media has a very important role for sharia-based business people by providing all forms of convenience and greater profits. In the era of globalization, digital literacy must be owned by Sharia business people in order to be able to compete with conventional businesses so as to support the Islamic economy in Indonesia.

Along with the development of digital literacy technology in Sharia business, it has become a research topic that continues to grow and has experienced an increase in scientific publications every year. The latest discovery in this topic provides great potential to improve skills in digitalization, security and convenience for business people and other circles. To know more about the development of scientific publications on this topic, it is necessary to have an analysis that is able to measure it. To find out the development of scientific publications related to the topic of digital literacy in Sharia business, the researcher chose to measure its development using bibliometric analysis. Bibliometric analysis is a method used to analyze a large amount of scientific data, and is able to provide answers to how the distribution and development of a research topic is carried out every year. The bibliometric analysis in this study uses data from Scopus and mapping through vosviewer. The objectives of this study are as follows: 1) How is the development of the trend of scientific publications on the topic of digital literacy in Sharia business in 2020-2024 in Scopus? 2) Who is the most productive author based on publications related to the topic of digital literacy in sharia business? 3)

Which country is most productive in producing research related to the topic of digital literacy in Sharia business? 4) What is the map of the development of digital literacy topics in Sharia business based on keywords?

METHOD

The method in this study uses a bibliometric analysis method. Bibliometric analysis is an analysis used in reviewing publications related to the scope of research to identify research trends, concepts and keywords needed. In this study, scientific publication data sourced from Scopus was used and mapping was carried out using the vosviewer tool. Bibliometric analysis is an approach that uses mathematical and statistical tools to analyze articles or literature, as well as visualize findings in research. This method helps in identifying trends that arise from topics or research fields related to digital literacy in sharia business. Bibliometric analysis is used to measure the extent to which information relates to the keywords used, authors, country of origin, and the number of citations received by the literature used in the study. The data used in this study came from Scopus and then compiled in CSV format and analyzed using Vosviewer.
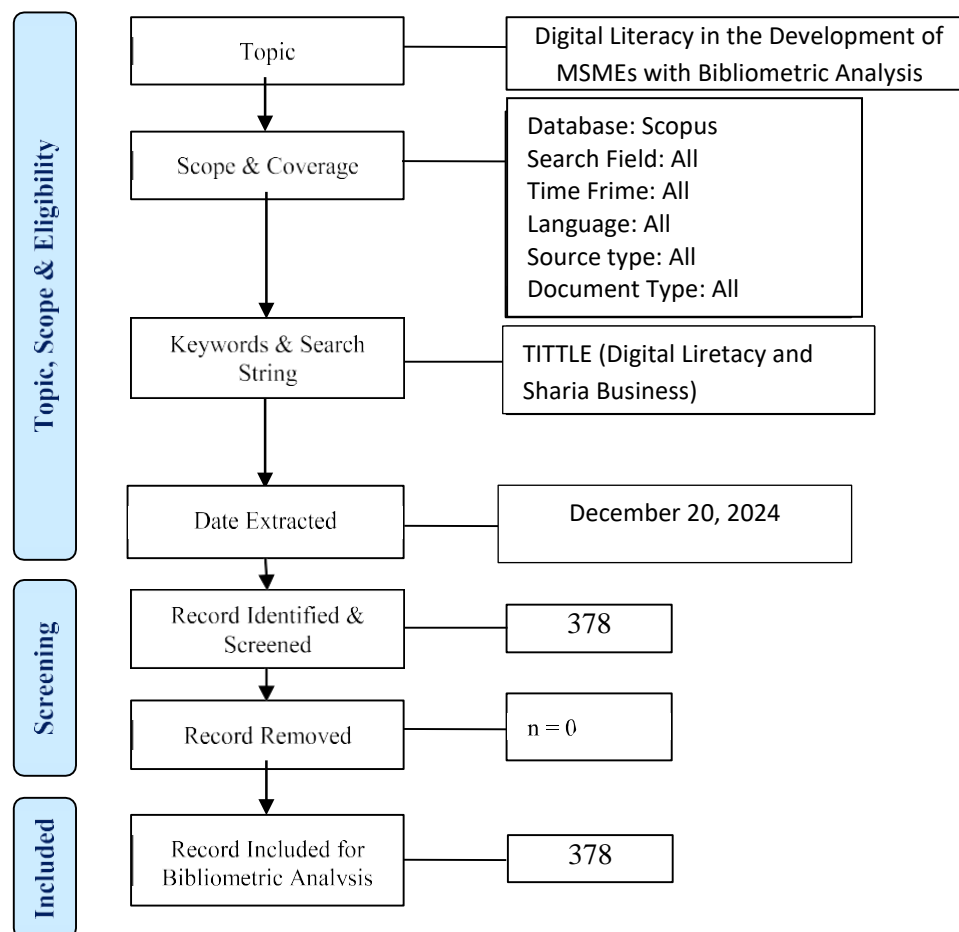
Figure.1 summary of data sources and selection

This bibliometric analysis is used to analyze research trends related to the topic of Digital literacy in Islamic business. Researchers use this bibliometric analysis by analyzing certain things to then draw objective conclusions. The addition of articles to the Scopus database is carried out in several stages. In the first stage, the researcher categorized the search using two keywords, namely "Digital Literacy and Sharia Business" and then determined the type of document to be analyzed, namely All File, and the researcher limited the time by modifying the database search to five years from 2020 to 2024. This deadline was chosen to get the latest references related to the issue of digital literacy in Sharia business in a certain period of time, then analyzed and produced 378 documents. The second stage is that the documents are compiled into CSV format, and entered into the analysis results to take annual research data and others. In the third stage, the researcher mapped data on a number of keywords related to digital literacy in Sharia business using vosviewer.

RESULTS AND DISCUSSION

Annual publication volume of research

Based on the results of Scopus searches, the annual publication volume of research on the topic of digital literacy in Sharia business is as follows:
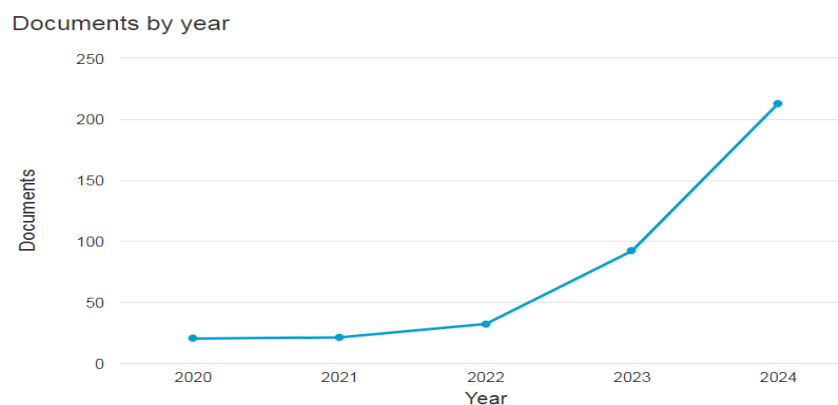

Figure 2 of publications by year. *Source:* Scopus database

Figure 2 shows that the number of published scientific articles has increased every year for the last 5 years in 2020-2024, in 2020 there were 20 documents discussing the topic of digital literacy in Sharia business, and in 2021 there were 21 documents, in 2022 there were 32 documents, then in 2023 there were 92 documents, and in 2024 there were 213 documents. Based on the images of annual publications, it shows that the research trend on the topic of digital literacy in sharia business from 2020-2024 has experienced publication development every year. The highest publication is in 2024 with a total of 213 documents. This development is in line with the rapid development of technology every year so that digital literacy is a solution for business people to adjust their skills to technological developments, as well as material for researchers to develop their research and new discoveries.

The most productive writer in producing research related to the topic

The most productive author images that produce research related to the topic of digital literacy in Sharia business are as follows:
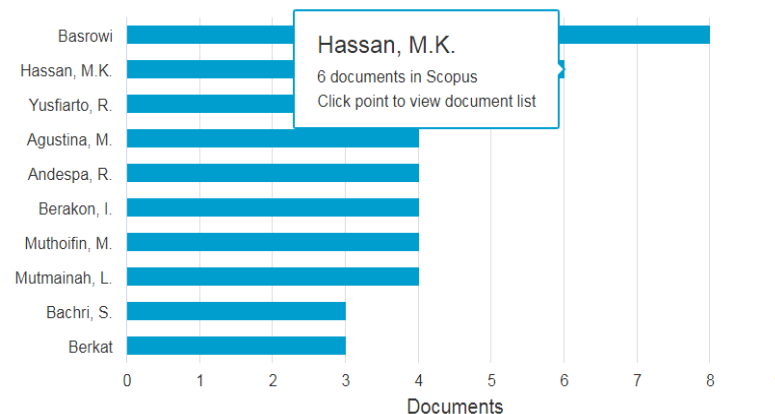
Figure 3 author publication. *Source:* scopus database

Figure 3 shows the most productive writer related to the topic of digital literacy in Sharia business, The figure shows the most productive writer is Basrowi with 8 documents, then the second Hassan M.K, then Yusfiarto, R, Agustina M, Andespa R, Berakon I, Muthoifin M, Mutmainah L, Bachri S, and Berkat. From these publications, several of the author's articles are very relevant to the current state of digital literacy. Based on digital data and how various impacts of digital transformation on the development of financial markets, especially for digitalization users. Therefore, the dynamic development of digitalization and the use of new technological devices can facilitate more efficient interaction and have great potential for the development of their business.

Publication trends by state

The image showing the country that produces the most publications related to the topic of digital literacy research in Sharia business is as follows:
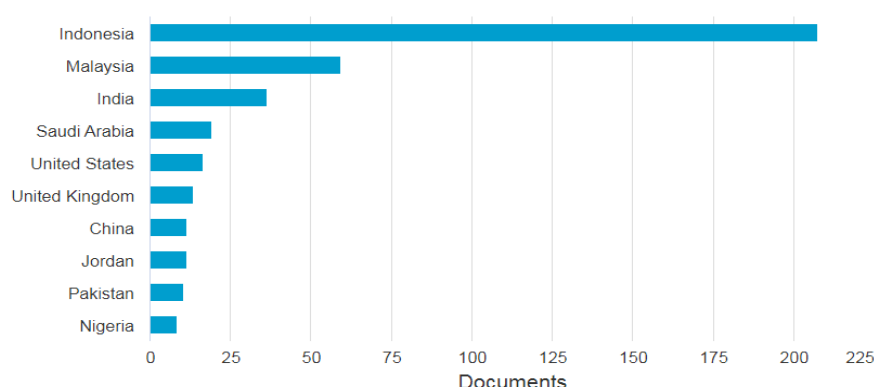

Figure 4 publication trends by state. *Source:* Scopus database

Figure 4 shows that Indonesia is the country with the most publications related to the

topic of digital literacy in Sharia business. The image shows that of the 378 documents published by authors from several countries have contributed to research topics related to digital literacy in Islamic business. In the figure, the authors limited data collection from the top 10 countries and published the most documents related to the research topic. The country with the highest number of publications is Indonesia with 207 documents, then the second position is Malaysia with 59 documents, then India 36 documents, Saudi Arabia 19 documents, the United States 16, Europe 13, China 11, Jordan 11, Pakistan 10, and Nigeria 8. Among these countries, the researchers show that these countries have the highest interest in conducting research on digital literacy in Islamic business, This provides great potential for developing countries, especially in countries with high research interest. The state of Indonesia is the largest contributor in publishing related to this topic because the development of technology in Indonesia is increasingly rapid and Sharia business is a research topic that continues to grow considering that the country of Indonesia has a majority Islamic society so that many Sharia businesses are built and Sharia business topics in the scope of research will continue to be a research trend in the future.

Progression Map Based on Keywords

The map of the development of digital literacy topics in Sharia business based on the following keywords:
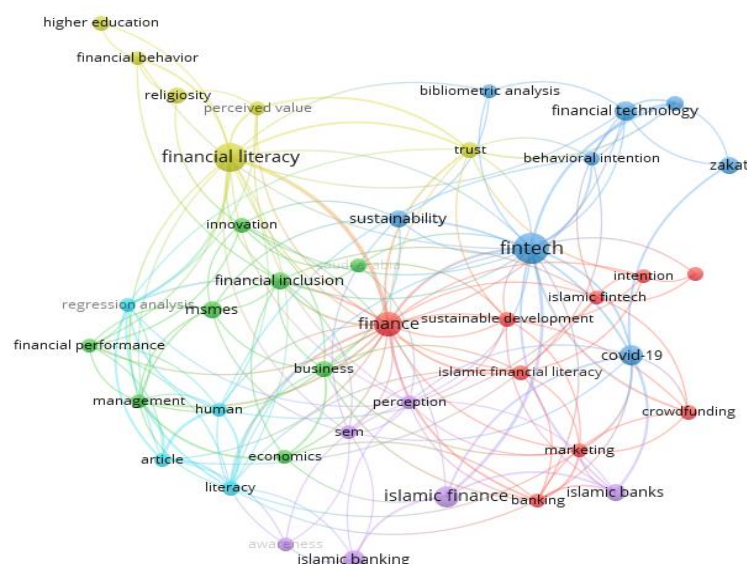

Figure 5 keywords in the study. *Source:* vosviewer

Keyword analysis can also be done by looking at the research pattern map on the vosviewer. Vosviewer mapping is a crucial step in analyzing a research trend with a bibliometric approach. The map will facilitate the understanding of the evolution of research related to the topic of digital literacy in Sharia business from time to time by grouping keywords or themes through vosviewer, so that, from the

thematic map, it can be seen the pattern of keyword or term relationships that appear in digital literacy research in sharia business. In gamba 5 above, there are 6 word clusters represented by red, green, blue, yellow, purple and light green. Cluster 1 is red, consisting of 9 keywords, namely banking, crowdfunding, finance, intention, Islamic financial literacy, Islamic fintech, marketing, sustainable development, and systematic literature review. Cluster 2 in green consists of 8 keywords, namely business, economics, financial unclusion, financial performance, innovation, management, msmes, and Saudi Arabia. Cluster 3 in blue consists of 8 keywords, namely behavioral internation, bibliometric analysis, covid-19, financial technology, fintech, sustainability, utaut and zakat. Cluster 4 in yellow consists of 6 keywords, namely financial behavior, financial literacy, higher education, perceived value, religiosity and trust. Cluster 5 in purple consists of 6 keywords, namely awareness, Islamic banking, Islamic banks, Islamic finance, perception and sem. Cluster 6 is light blue consisting of 4 keywords, namely article, human, literacy and regression analysis.

CONCLUSION

Based on the findings in this study, there is a close relationship between digital literacy and Sharia business. This study shows that the research trend related to the topic of digital literacy in Sharia business from 2020-2024 is experiencing the development of scientific publications continuously every year, and the most publication in 2024 with 213 documents, then the most productive author related to the topic of digital literacy research in Sharia business is Basrowi. The country that produces a lot of research related to the topic of digital literacy in Sharia business is Indonesia, which is a country that has many Sharia businessmen and the majority of Muslim people, this is the reason why the topic of digital literacy research in Sharia business is increasing every year in Indonesia. The development of research topic trends resulting from this study can also be seen in the research trend map based on keywords generated from the next stage in vosviewer, showing that vosviewer mapping is part of the steps in analyzing a research trend with a bibliometric approach. The map has provided an understanding of the evolution of research related to the topic of digital literacy in Sharia business over time with keyword grouping. Research conducted on this topic using various scientific points of view, the number of published articles is also larger than average. This finding underscores the nature of research related to the topic of digital literacy in sharia business as our common knowledge that it continues to experience an increasing trend and development every year which can be a reference for future researchers and is interesting to research.

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