

FAITH BASE HIGHER EDUCATION : A SYSTEMATIC LITERATURE REVIEW OF FAITH BASED UNIVERSITY IMAGE STRATEGY

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Abstract

Article This aim study development and achievement latest study related to branding and image strategies institutions at *faith-based universities* . Approach *systematic mapping study* (SMS) and *bibliometric study* Scopus data -based used For identify trends , distribution publications , and structure collaboration researchers through analysis *co-authorship* use VOSviewer . SMS results show 130 documents fulfil criteria inclusion with publication beginning since 2000, dominated writer from America. Analysis bibliometrics show that cohesion collaboration writer start strengthen since 2023, Research This formulate 3 research questions that will be support search findings the latest one that is still can be explored in research furthermore .

Keywords : *Faith-* Based Higher Education; *Bibliometrics* ; Systematic Mapping; VOSviewer

INTRODUCTION

Education is right every citizens ; in accordance with what is written in The 1945 Constitution of the Republic of Indonesia , education is right basic for every citizens , so the state is obliged For support implementation education . In world context , institutions education tall based faith has contribute in a way strategic in history modern education since the emergence of early universities in Europe , when authority religious become driving force main in formation framework intellectual and moral education tall (Yamamura and Koth, 2019) ; Cosgrove, 2015). Until moment this , the merger between beliefs and activities academic Still become characteristics main institutions that , especially in the United States , where values religious No only become base identity institutions , but also functions as framework guiding thought development curriculum and practice teaching (Cheng, Green and Smith, 2023) ;(Schuman, 2010). Position This offer superiority specific , because institution religion- based not only convey knowledge , but also develop moral and ethical aspects students , which is proven play a role in strengthen cohesion

social and formation character (Momen, Abdullah and Rakib, 2025) . The role of universities tall religion- based increasingly looks in moral development , formation personality , as well as his contribution to integration social (Momen, Abdullah and Rakib, 2025) . However , the dynamics social moment This like secularization , diversity beliefs and demands modern academics create challenge new ones that require understanding deep about adaptation and relevance of educational models this . Researcher do review literature systematic (SLR) which aims For identify development draft education tall based faith . With evaluate research previously related studies This can offer clear and comprehensive understanding about draft in study this . Therefore that , SLR research that identified progress draft education tall based faith give donation significant for development of higher education in Indonesia based on religious values .

Various method curricular such as service-learning increasingly considered as tool strategic For strengthen relevance values religious through practice contextual and applicable social . With approach unifying learning theory , reflection , and experience real in society , this model trusted can maintain characteristics typical education based faith as well as overcome demands pedagogical contemporary which emphasizes relevance social and development competence 21st century (Lewing , 2018) ; (Beckstrom , 2020) ; (LaDuca et al., 2020). However , the degree of integration between values religious and formal curriculum varies among traditions and institutions , which give rise to question important about consistency and resilience of the education model based on faith face challenge academic and professional development that is increasingly increase (Hoskin *et al.* , 2024) ; (Eby , 2010; Lyon et al., 2005)

On the contrary , the results empirical show that good spiritual orientation through atmosphere campus , teaching materials , and connection interpersonal give impact positive to participation , encouragement , and satisfaction students . This is give legitimacy strong pedagogical for institution based faith For maintain teak himself , while show that spiritual dimension can act as factor protectors and strengtheners for experience Study student (Yang and Olive, 2025) ; (Tanti et al., 2025). Although so , institutions That now face to face with challenge new in the form of increase secularization , religious diversity , and change choice students who tend to more prioritize flexibility values and freedom personal . Situation This Can blurring the lines of identity religious institutions at a time push they For negotiate repeat core mission , traditions , and ways expression faith in context academic (Marin *et al.* , 2025) ; (Tveit et al., 2015; Hulme et al., 2016)

Literature latest show that relevance term long institutions based faith No only depends on ability maintain dogma or religious symbols , but rather more on capacity they For process diversity as source Power positive in development identity , academic strategies , and practices leadership institutional (Kollman and Morgan, 2023) (DeHart, 2023; Singha & Singha, 2023). In context this , dedication to service community , advocacy For justice social and empowerment vulnerable groups No only reflect values religious , but also an important strategy For guard legitimacy social , expanding network collaborative , as well as show contribution public inside ecosystem education increasingly high competitive (LaDuca et al., 2020; Eby , 2010); (Yang and Olive, 2025) ; (Allen, 2024) .

With Thus , the analysis deep about roles , adjustments , and contributions institutions education based on height faith become crucial For understand dynamics continuity , relevance , and power competition in the middle global changes in education high . Analysis in -depth academic required For evaluate method institutions That overcome complexity identity religious requirements accountability academic , hope society , as well as must For still open without sacrificing the core of the mission spirituality (Schuman, 2010; Hulme et al., 2016); (Yang and Olive, 2025) ; (Marin et al. , 2025) Therefore that , discourse about education based on faith need interpreted as element in the global dialogue on method values , identity , and goals social maintained as well as negotiated within context continuous education changed

Bridge various literature that has been mentioned previously , studies This will apply method review literature systematic with search and analyze various journal obtained from Scopus metadata , selected documents Then reviewed and used For answer 3 questions study (RQ), namely :

RQ 1 : Whether exploration about *Faith-based higher education* Still become significant topics For study scientific in the future coming ?

RQ 2 : How is it? allocation moment this is related with *Faith-based higher education*

RQ 3 : What implications theoretical and practical that can identified related from perspective future research

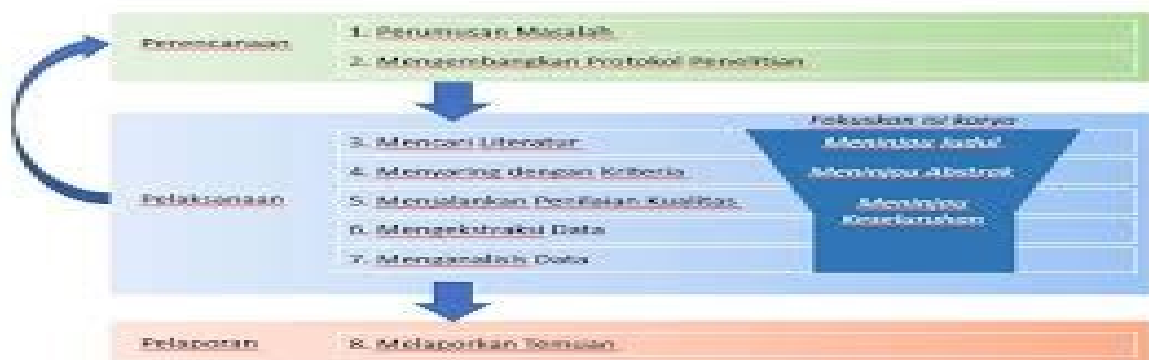
With mapping publication , analysis keyword networks , and studies systematic , article This No only describe development literature , but also provide directions theoretical and suggestions for the academic world and university- based faith , including in Indonesian context

RESEARCH METHODS

Review literature systematic (TLS) is approach study structured For collect , analyze in a way critical , combining , and serving results from various study about question study or issues of interest . This " method " Because apply consistent and recognized approach in a way wide (He *et al.* , 2023) . SLR provides profit for researchers with serve firm encouragement For study new , and for practitioners with offer proof complete that can direct decision in work they . The method applied in study This is SLR method which aims For map study previously about education tall based faith . This aim For understand development draft from the faith base in education high . As step beginning in implementation review systematic , writer will create a PRISMA flowchart for in a way clear describes the process of identification , selection , and inclusion literature taken from the Scopus database. This diagram will functioning as runway .

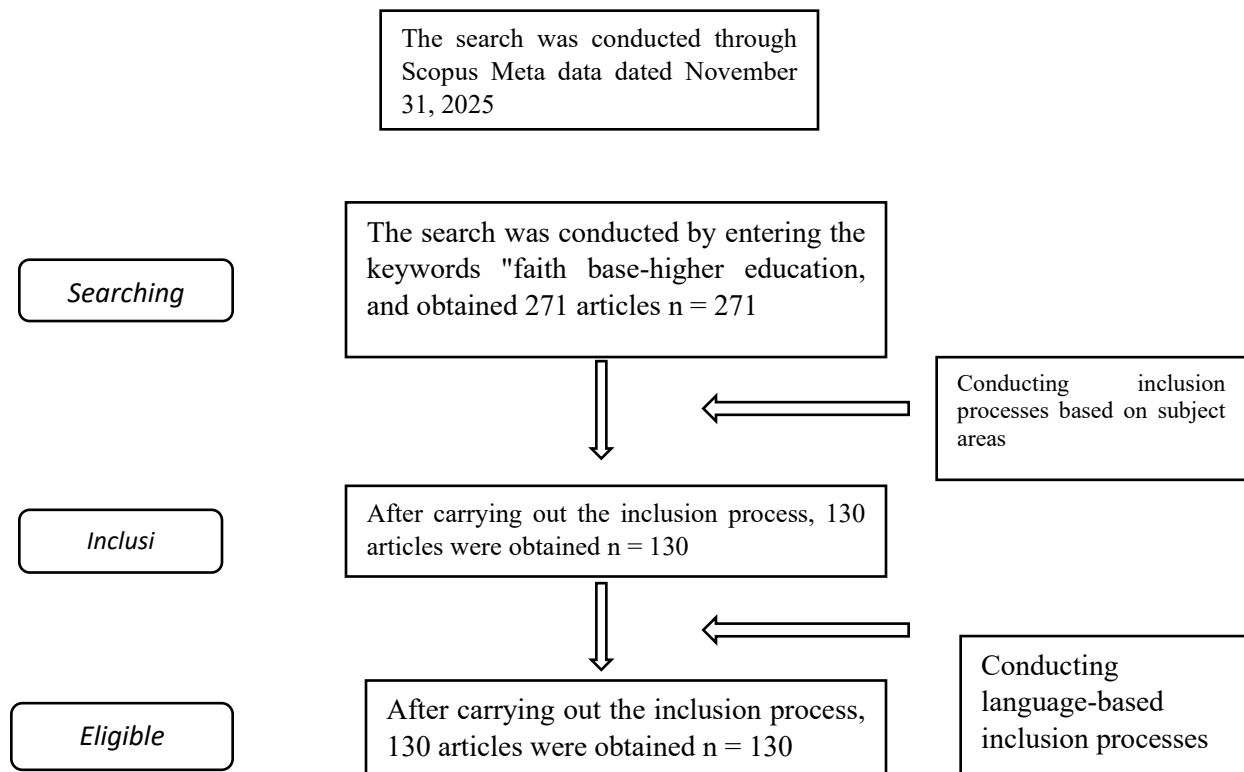
Successful SLR research covers three phase main : planning review , implementation review and reporting review . According to Xiao & Watson (2019), although There is variation procedures in various Systematic Literature Review type , all review can implemented with follow eight step the same general . (Xiao and Watson, 2017)

Figure 1: SLR Process Stages



Source : Watson 2017

Figure 2 : Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA)
Research Flowchart



Search beginning in the Scopus database on November 31, 2025 with using keywords education tall based faith resulting in 271 articles . After the selection process beginning based on compatibility field subject and eligibility Language publications , number articles that meet criteria inclusion decrease to 130 articles . Stage This signifies the selection process a sure start that only publications that are thematic relevant and can accessible in a way forwarded linguistics to stage evaluation furthermore in accordance PRISMA guidelines . Process Searching on Scopus metadata found 130 published and relevant articles with researched topics.

RESEARCH RESULTS AND DISCUSSION

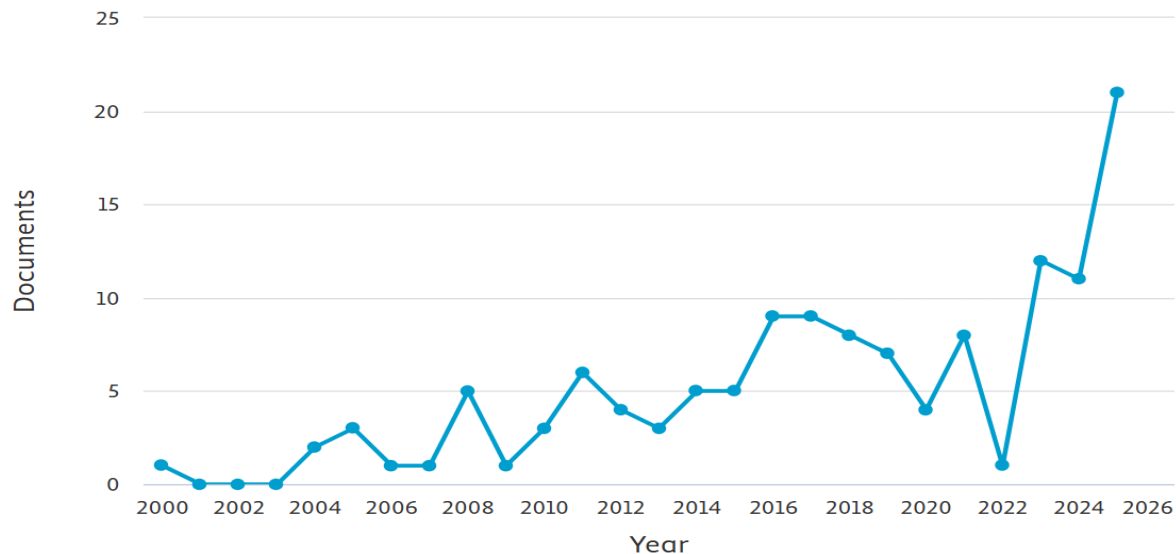
Search results with entering keywords in Scopus metadata is used For answer questions study like under This .

RQ 1 : Whether exploration about *Faith-based higher education* Still become significant topics
For study scientific in the future coming ?

Question study First the will answered with results analysis as shown in figure 1 below This ,

Figure 3: Distribution Documents Published in Scopus Based on Year

Documents by year



From Figure 3 above seen that research published in Scopus about faith based *higher education* started in 2000 until with 2025. Distribution amount study with topics to be discussed researched , can more clear read in the table below This ,

Table 1. Distribution Study Based on Year

Year	Amount Publication	Year	Amount Publication	Year	Amount publication	Year	Amount Publication
2000	1	2008	5	2016	9	2024	11
2001	0	2009	1	2017	9	2025	21
2002	0	2010	3	2018	8		
2003	0	2011	6	2019	7		
2004	2	2012	4	2020	4		
2005	3	2013	3	2021	8		
2006	1	2014	5	2022	1		
2007	1	2015	5	2023	12		

From the table above seen that study about topic *faith-based higher education* has started more from three decades ago . although articles published in the early decades Still a little bit , and at the start experience increase in the decade to two , , from the table is also visible that experience peak its development in 2025 , with found articles in Scopus as many as 25 articles .

RQ 2 : How is it? allocation related research with *Faith-based higher education*

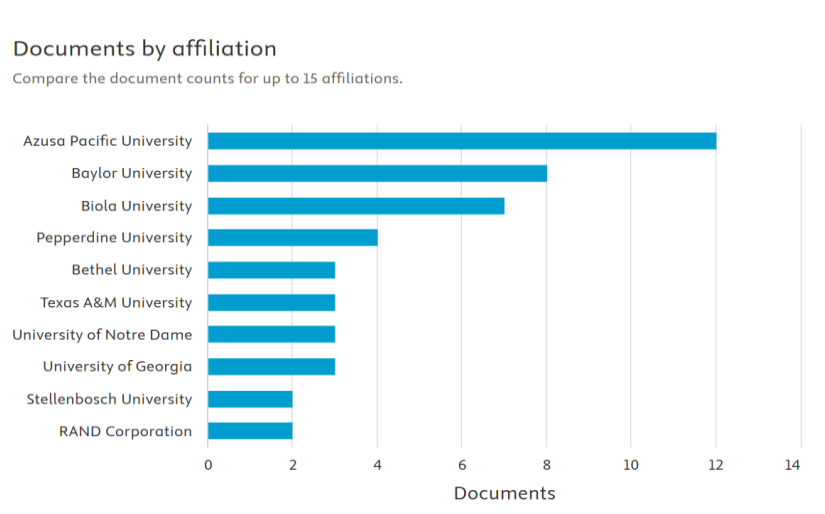


Figure 4. Distribution Study based on Institution

Based on picture 2 above , can interpreted that chart the describe amount documents produced by various institution , where Azusa Pacific University is contributor main with 12 documents , far exceed affiliate others . Baylor University and Biola University followed suit . with 8 and 7 documents , while Pepperdine University is in the top position furthermore with 4 documents . Many other institutions — such as Bethel University, Texas A&M University, University of Notre Dame, and University of Georgia— have contribution medium , namely 3 documents . Stellenbosch University and RAND Corporation are affiliate with contribution lowest , each only produces 2 documents . In general , graph This describe distribution contribution that

Figure 5: Distribution Study By Country

Documents by country or territory

Compare the document counts for up to 15 countries/territories.

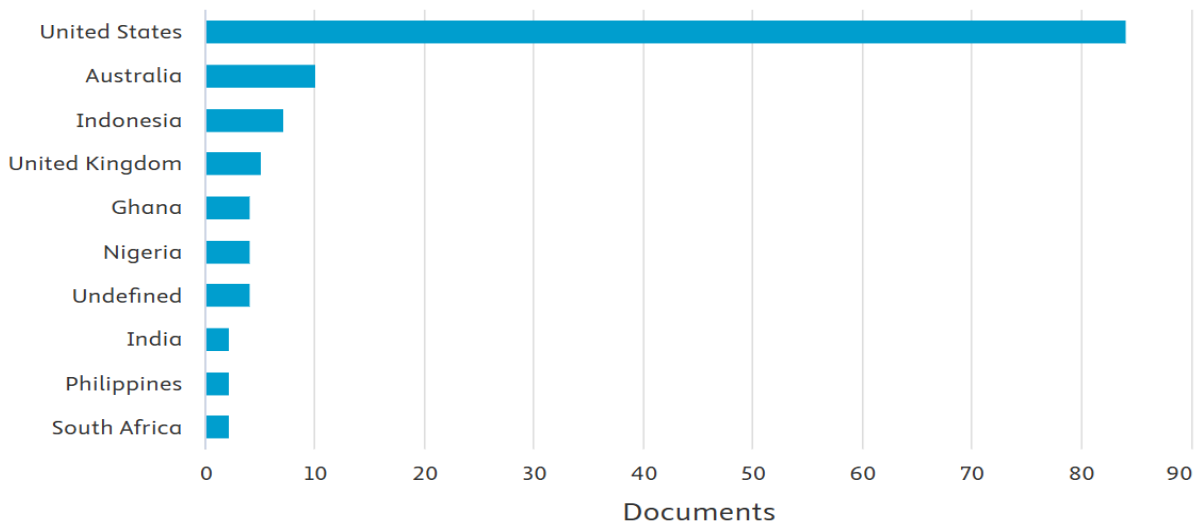


Table 2: Distribution Study By Country

Country	Amount Study	Country	Amount Study	Country	Amount Study	Country	Amount Study
American	84	Australia	10	Indonesia	7	United Kingdom	5
Ghana	5	nigeria	4	India	2	Philipina	2
South Africa	2	Batswana	1	Canada	1	Hungaria	1
Iran	1	Irlandia	1	Singapura	1	Thailand	1

Distribution study according to the country shows that America is contributor most with 84 studies , far above other countries . Australia is ranked next with 10 studies , followed by Indonesia with 7 studies , and The United Kingdom and Ghana each contributed 5 studies . Nigeria produced 4 studies , while India and the Philippines each contributed 2 studies , along with South Africa also has two studies . Several other countries , such as Botswana , Canada , Hungary , Iran, Ireland , Singapore, and Thailand , each have one study . Overall , this data show that study dominated by America, with part big other countries only donate contribution in amount small until medium .

Figure 6: Distribution Study Based on Subject Area

Documents by subject area

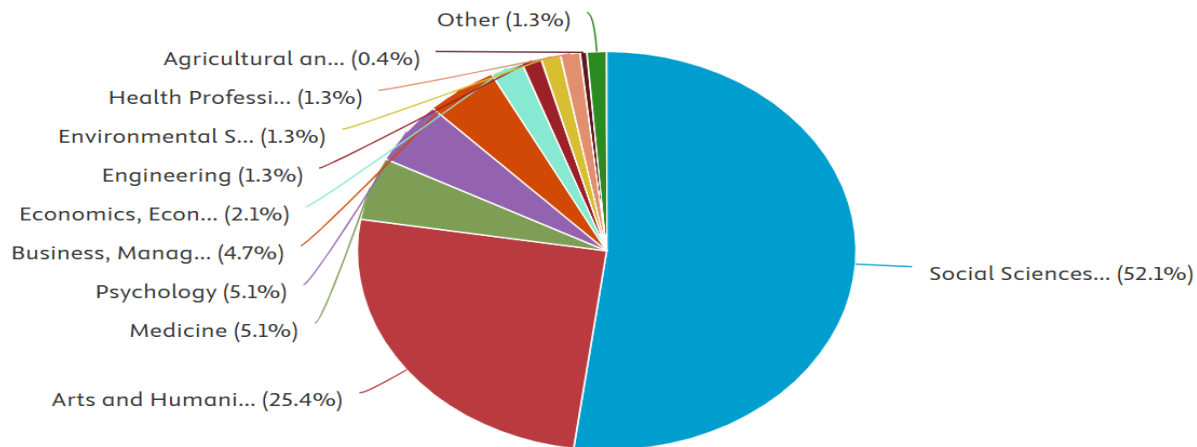


Table 4: Distribution Study By Subject Area

Subject Area	Amount Study	Subject Area	Amount Study	Subject Area	Amount Study
Social Science	123	Art & Humanities	60	Medicine	12
psychologi	12	Business management	11	Economic	6

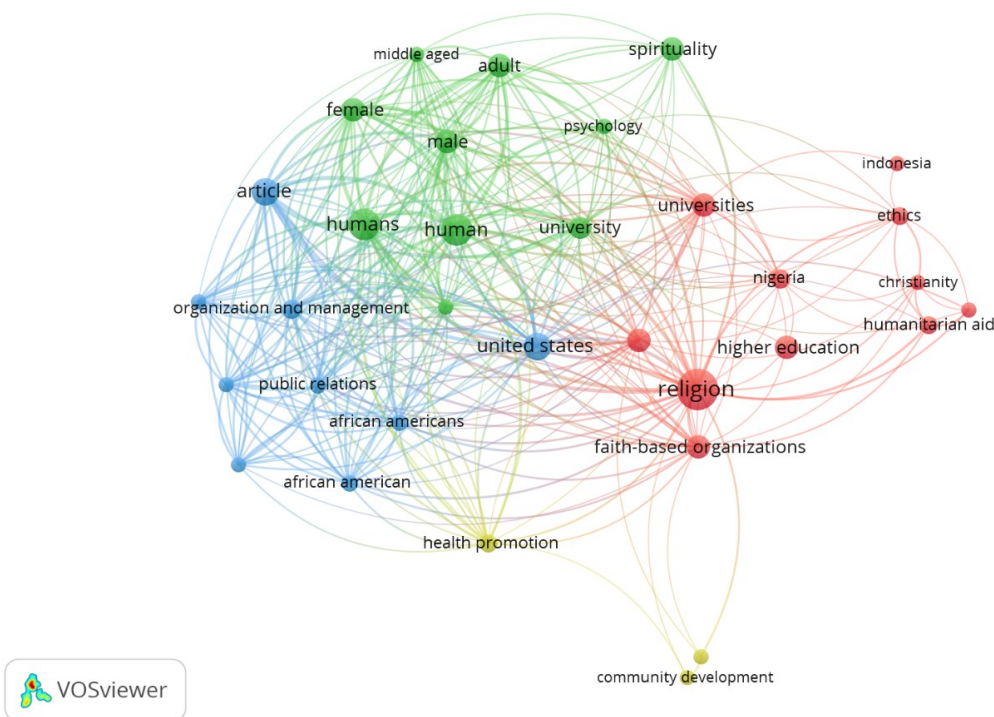
Distribution study according to field study show significant dominance from field Knowledge Social with a total of 123 studies , making it the most researched area. researched in that data set . Sector Arts & Humanities be in order second with 60 studies , reflecting interest significant academic to studies arts and humanities . Meanwhile Therefore , the Medicine area has 12 research areas , equivalent with the Psychology area which also recorded 12 studies . The field Management Business is at a little below with 11 studies , followed by the field of Economics which recorded 6 studies . In general general , distribution This show that study more Lots

concentrated on science social and humanities , while field health , psychology , management , and economics show contributions that tend to more low

RQ 3 : What implications theoretical and practical that can identified related from perspective future research

Answer question research question (RQ) three above , then writer will explore previous literature from Scopus Metadata and do analysis with use VosViewer and bibliometrics, such as seen discussed This

Figure 7: Co-Occurrences Framework and Representation key term



Visualization keyword network indicates that map study about education based height faith consists of from a number of cluster interconnected themes related but still own characteristics each unique . Cluster keyword - dominated main such as religion, organizations based faith , education high , and universities show that dimensions religious and institutional become focus main in literature . The largest religious node confirm that religion is not only object research , but

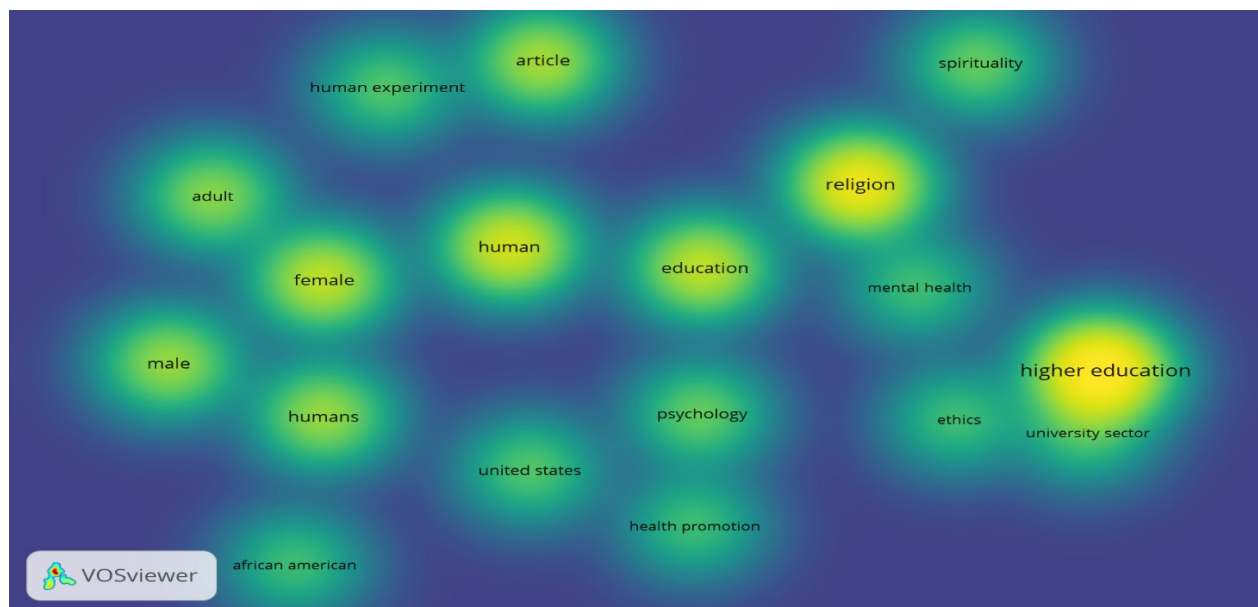
also the framework conceptual linking various study domains , starting from identity institutional until service based faith to community . Strong linkages with United States terms show domination context research based on education tall based faith in the country , so influence tradition religious and institutional models typical seen as global benchmark in study this . Besides cluster main said , the network this also shows cluster multidisciplinary other important ones . Clusters that include term like spirituality , psychology , and categories demographic like adults , men and women show growth literature that explores aspect psychosocial as well as spirituality individual in context education high . This result signify that studies This No only centered on institutions , but also on dynamics growth character , health psychological , as well as spiritual experiences of students and teachers . On the other hand , clusters containing terms of organization and management, public relations, and African American and African Americans show focus research on elements management , communication institutions and context sociocultural certain especially related minorities in the United States who are often in environment institution education based on faith .

More further , emergence related clusters with promotion health and development community show existence trend strong in literature For explore role organization based faith in intervention social and health society . This in line with character history religious organizations that often play a role as actor important in service social , education health and development local . In the section right network Nigeria, Indonesia, ethics and aid nodes appear humanity , which reflects growth literature that explores global context as well as problem ethics and humanity . Existence study from developing countries reflect expansion study education based faith outside conventional Western context , as well as signify emergence dynamics new related religious diversity , challenges social , and more moral context complicated

In a way overall , pattern network This reflect landscape comprehensive , layered , and interconnected research related , where the themes institutional , psychosocial , managerial , health society , as well as ongoing global issues in a way parallel . However , the display this also shows a number of lack in research , including limitations studies that prioritize non-Western countries, the lack of exploration pedagogy based faith with clear , and at least study about integration technology in education highly religious. So , interpretation This No only support understanding to structure existing literature , but also provides base argumentative For formulate direction study furthermore with more focused and strategic .

Bibliometric map show three mutually supportive groups connected , namely religion and ethics , behavior human and management organization . All three related with theme education colleges and universities, affirmed that education tall understood as an area that is not only nature academic , but also moral, social , and managerial . The emergence of the context of a country like Indonesia shows that values religious , dynamics social and systems management college tall become issue important in global research , especially in countries with religious society . In general overall , study This show that education tall at a crossroads between values , behavior humans , and management institutions

Figure 8: *Density Visualization*



Visualization density VOSviewer describe that landscape research in the dataset is dominated by themes main about education high , with keywords like education high , university and education sectors which appear to be the most densely populated and are in the best position strategic in map . Around cluster here , there is close relationship with visible themes of religion and spirituality from proximity between the terms religion, spirituality, and mental health that describe that Lots studies research connection between values religious , welfare psychological and experiential student in education high . Cluster psychology and promotion health , such as psychology , promotion health , and humans , are visible functioning as framework analytical linking aspects of religion, mental health , and education . Meanwhile that , group demographics

containing the keywords male, female, adult, and African American show that characteristic population often used as variables important in understand difference related findings with religion, health , or education . Attendance keywords article and human experiment show that part big work in the dataset adopted approach empirical research focused human beings . In a way overall map This describe ecosystem diverse research , with emphasis on relationships between religiosity , psychology , and health in context education high , and show How element demographic and methodological implemented For broaden and deepen analysis scientific in the field This

CONCLUSION

Study latest show that study about education tall the more switch to approach multidisciplinary that combines values religious , dynamics psychological and spiritual aspects of students , as well as elements of governance and management university organization . Development This show shift paradigm that education tall contemporary No only question institution academics who produce knowledge , but rather is ecosystem holistic that must be capable respond need social , moral, emotional , and institutional in a way simultaneously . In Indonesian context —which has diversity culture , religion, and order social — approach That become increasingly important . Institution education tall No only considered as location delivery knowledge , but also as receptacle formation character , planting values ethics , as well as strengthening identity national .

More further , literature international highlight that institution education tall must create a more model ethical , humanistic , and contextual , especially moment face challenge globalization , disruption technology , as well as increasing diversity mark in society . Merger values religious and spiritual in development curriculum , services guidance , as well as policy institution , is considered can strengthen students' mental resilience and improve quality atmosphere academic . Besides that , university management is expected For more open , inclusive , and responsive to the demands of the new age , so institutions education tall can maintain relevance and legitimacy social . With Thus , focus global research provides strong foundation for importance development of educational models high in Indonesia which is not only superior in a way academic , but also sensitive to values local needs psychosocial students , and demands ethics modern society .

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