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AN AWARENESS OF HALAL LOGO IN RESTAURANT IN SEREMBAN, NEGERI SEMBILAN

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Bachelor of Entrepreneurship (Hospitality)

A report submitted in partial fulfillment of the requirements for the degree

of

Bachelor of Entrepreneurship (Hospitality)

Faculty of Hospitality, Tourism and Wellness

UNIVERSITI MALAYSIA KELANTAN

2021

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ACKNOWLEDGEMENTS

In the name of Allah, Alhamdulillah, we all are praises and thanks to Allah for the strengthness and His blessing in completing in this thesis.

First of all, we would like to thank everyone who has shown their contributions and efforts in helping us complete this research study. Their participation has given us a lot of help and support so that we can do it efficiently in this research study. We would like to thank and appreciate our supervisor, Encik Muhammad Firdaus bin Bidin for supervising us to complete this project. Without his help and the knowledge, he has imparted to us, we could not have completed this project on time and efficiently.

Moreover, we would like to special thank our team members who gave their full commitment and enthusiasm while conducting this research study. Without their cooperation, understanding and tolerance for each other, this project could not be completed on time. We would also like to thank our family for their full support of our studies at University Malaysia Kelantan (UMK). Finally, we are very grateful to University Malaysia Kelantan (UMK) for giving us the opportunity to carry out this research project.

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ABSTRACT

This study was conduct to look at an awareness of halal logo in restaurant in Seremban, Negeri Sembilan. An awareness of halal logo happens when there have a lack of information or awareness about halal logo that has set by halal from the Islamic Development Department (JAKIM). There are many issues that occur in the misuse of this halal logo among entrepreneur who open a business. The study conducted, has three research objectives which is first, to explore halal logo regulation and requirement in Malaysia. The second objective is to identify how far restaurant in Seremban follow the compliance on using halal logo and last is to propose recommend and suggestion in future. The researchers choose one methods of data collection which is conducting online survey using semi-structured interviews. The questions that have been prepared in the google form send via WhatsApp to the restaurant. The researcher analysed the data using thematic and related with two theme which is knowledge and regulation. Next is the researcher make a recommendation for the future. In findings, the researcher had chosen two respondents from each theme that had related answered for the research objective of this research study. The researcher having implication to conduct the research and collecting the data because facing a limited time, trust issue and limited respondent for this research.

Keyword: Awareness of Halal Logo, Halal Logo, Restaurant, Knowledge, Regulation,

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ABSTRAK

Kajian ini dijalankan untuk melihat kesedaran logo halal di restoran di Seremban, Negeri Sembilan. Kesedaran terhadap logo halal berlaku apabila terdapat kekurangan maklumat atau kesedaran tentang logo halal yang telah ditetapkan halal daripada Jabatan Kemajuan Islam (JAKIM). Terdapat banyak isu yang berlaku dalam penyalahgunaan logo halal ini dalam kalangan usahawan yang membuka perniagaan. Kajian yang dijalankan, mempunyai tiga objektif kajian iaitu pertama, meneroka peraturan dan keperluan logo halal di Malaysia. Objektif kedua adalah untuk mengenal pasti sejauh mana restoran di Seremban mematuhi pematuhan penggunaan logo halal dan terakhir adalah untuk mencadangkan cadangan dan cadangan pada masa hadapan. Pengkaji memilih satu kaedah pengumpulan data iaitu menjalankan tinjauan dalam talian menggunakan temu bual separa berstruktur. Soalan yang telah disediakan dalam google form dan menghantar melalui WhatsApp ke setiap restoran. Pengkaji menganalisis data menggunakan tematik dan berkaitan dengan dua tema iaitu pengetahuan dan peraturan. Seterusnya pengkaji membuat cadangan untuk masa hadapan. Dalam dapatan kajian, pengkaji telah memilih dua orang responden daripada setiap tema yang mempunyai jawapan yang berkaitan bagi objektif kajian kajian penyelidikan ini. Pengkaji mempunyai implikasi untuk menjalankan penyelidikan dan mengumpul data kerana menghadapi masa yang terhad, isu amanah dan responden yang terhad untuk penyelidikan ini.
Kata kunci: Kesedaran Logo Halal, Logo Halal, Restoran, Pengetahuan, Peraturan,

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Halal certification is a guarantee to consumers to buy and consume food products (Syarifah Zanierah Syed Marzuki, et al, 2011). It also acts as evidence to convince consumers about the guarantee to the food or products used, especially the Muslim community. Many cases involve halal logo violations such as irresponsible managers deliberately using certification by using halal approval granted by producing products that do not follow the established halal certification rules. There are a handful of managers allowed to produce halal food products under the approval of the Malaysian Islamic Development Department (JAKIM), have abused the halal logo by abusing the use of materials used that do not comply with JAKIM or cheat their halal logo by producing food or products harmful to consumers.

JAKIM has stipulated that the managers themselves must comply with all rules and regulations for Halal food product standards without any compromise. The halal logo certified by JAKIM itself is a proof and indication of the halal nature of food products produced by a company. The halal logo placed on the premises proves it is suitable for all communities and the halal logo mark on the packaging will give trustand confidence to the consumers who use it.

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The misuse of the halal logo in the country from time to time proves this problem is not a new issue and is old content but there is no solution. The issue of using the halal logo stands firm on three factors. First, the society's attitude towards the value of an item, the attitude of sellers whether they respect the law in producing their products and law enforcement in terms of legal action taken against managers who misuse the halal logo, and lastly whether it is sufficient to curb ongoing halal logo fraud. This problem not only needs to be curbed by the government but also the community needs to be aware of the misuse of the halal logo. Most people do not care about this problem because they prefer to choose favorite foods according to ability, desire, and taste, looking at the taste and nutrients to be obtained without looking at the extent to which it is suitable for use, especially in terms of hygiene and halal status according to the use of the certificate halal.

This chapter lays the foundation for the study a discussion of the background of the study is first initiated, followed by the problems, objectives of the study, and the research questions. In addition, it also explains the importance of the study and the main definitions in this chapter. The formulation of the study organization is the final formulation.

1.2 BACKGROUND OF THE STUDY

Every Muslim not only emphasizes on food products but also all aspects of clothing and food because halal products are important in life. This issue is taken yes seriously

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in Islam and there are several efforts and measures have been taken to control this problem. For example, by proposing the enactment of halal acts and laws as well as launching awareness campaigns to each state (Hifza Rahimah Ibrahim & Mohd Zhafran). It is means that, global efforts are also done such as promoting halal products at the international level by organizing the International Halal Showcase (MIHAS) and Halal Festival so that Malaysia can be seen as a potential halal center in the world (Suhaila Abdul Rahman, 2010).

The halal logo on every product to be marketed needs to be standardized with strong enforcement efforts to curb this problem. Product consumers give different reactions and views on this enforcement and standardization and this can affect the image of the Malaysian Islamic Development Department (JAKIM) because this effort is the body responsible for solving the problem of the use of halal logos. In the business world, the halal logo is a major issue for companies or industries in promoting the product to be accepted by the community, especially Muslim consumers (Shambavi Rajagopal et al., 2011). Studies need to be done on two main issues, namely halal issues in terms of concept and enforcement in Malaysia and also consumer issues in terms of concept and views and public acceptance of the halal logo.

In 1969, the Council of Rulers of Malaysia decided that an agency should be created for the development and progress of Muslims in Malaysia. Hal Ehwal Malaysia (MKI) was established to preserve the purity of the Islamic faith and teachings. The secretariat was later developed as the Religious Division, Prime Minister's Department which was later upgraded to the Islamic Affairs Division. Global progress in line with the development of Islam, the Department of Islamic Development Malaysia (JAKIM)

was developed by the Malaysian government to take on the role of BASIC on 1 January 1997. JAKIM serves as the coordinating body for the development of religion and 'ummah' progress in Malaysia. The establishment also manages religious affairs in a responsible administration and always follows the rules at the state level in the administration.

In 1974, JAKIM took over the halal management which started at the research center, a halal certification letter was issued by the Prime Minister from the Islamic Affairs Division in the Prime Minister's Department for shariah-compliant products. Then, in 1994, Jakim introduced the Halal logo and in 1998, the beginning of inspections and the Ilham Daya government was commissioned by the Malaysian government.

In 2002, all halal certifications had to be done through JAKIM to be used by the food research division by the government. Each year, the food industry grows rapidly, with a total of 165 posts with schemes and grades being established by naming the Halal Hub Division on 17 November 2005 by the Malaysian Public Service Department. In 2008, the management of halal certification was again handed over to the private sector, the Halal Industry Development Corporation before returning its role and functions to JAKIM based on the results of the Cabinet meeting on July 8, 2009, JAKIM's halal certification management is one of the best halal certification management models in the world. international recognition.

The condition of the halal certificate of the product or premise is that the Malaysian Halal Logo must be printed or affixed clearly on each product that has been

certified halal and must be placed on the premises. The Malaysian Halal Logo must meet the specifications set by JAKIM by the conditions set so that food production meets the set requirements. The Malaysian Halal Logo can be used for advertising and must be placed appropriately so that customers can find out whether the product is safe or not to use. Premises are allowed to print colored logos according to the packaging of their respective products as long as they do not change the original specifications on the halal logo. The use of the halal logo must display the halal certificate on the premises. The Malaysian Halal Logo can only be printed which is certified halal by JAKIM. The Malaysian Halal Logo may be displayed at a suitable location on the premises and the menu may be used for advertising and must be placed accordingly.

There is a process to identify whether Standard MS1500: 2009 and the manual from JAKIM/JAIN/MAIN have any legal effect on the implementation of halal regulations. If enforceable, it applies to manufacturers, food producers, or traders. Standards and Manuals may originally be voluntary they may be mandated by regulatory authorities through regulations set by the government. Any application for Halal certification must comply with the standards, procedures, and circulars enforced by the director-general of JAKIM or the Islamic Religious Council in the respective state written in the mandatory manual. Each halal certification application must comply with the standards that have been enshrined in the laws specified and in the procedures outlined in the manual and circular by JAKIM/JAIN/MAIN. The Trade Descriptions (Halal Certification and Marking) Order provides general requirements on halal certification and procedures and its details. the applicant must comply with its provisions as details on the certification process are provided by the Standards and

Manual. The following section looks at violations of the law where there are various regulatory bodies involved, and it examines the effectiveness of the law.

For consumers in Malaysia, the problem of the halal logo is a major problem and needs to take appropriate action, care, and monitoring as well as the need to establish a responsible body to regulate it. JAKIM is the body involved in controlling the use of halal logos. The concept of halal is applied by Islam in providing halal needs especially in nutrition and JAKIM follows the ladder of the halal food industry (Omer Abdu Zerai et al. 2011). JAKIM is also stepping up its efforts, especially in halal research and affairs in Malaysia. Malaysia has adopted the use of halal labels, marks, or logos monitored by JAKIM as a cultural standard before it became a major marketing and business strategy today. This halal logo has many benefits such as making it easier for Muslim consumers because products with the halal logo are considered halal and safe to use and JAKIM only gives approval for products that are safe and have been reviewed by JAKIM.

The shape of the logo on the halal logo there Eight-star fractions are placed in the center of the circle and Halal A word in Arabic is placed in the center of the star Then followed by the word “HALAL” in the Roman language of the circle. of the logo contains, the word "Malaysia" while in Roman and Arabic Two small five-pointed stars are placed to separate the Roman and Arabic words. Halal Certificate is valid for up to two (2) years. Halal certification can be revoked or revoked immediately if it is found that the owner contradicts or does not follow the conditions in the Halal Certification Procedure. The halal certificate must be made 6 months before the expiry date. Holders of halal certificates who violate the conditions and are found guilty cannot renew their certificates and are not allowed to use the Malaysian halal logo on their

premises or product labels. Among the conditions for the use of the JAKIM Halal Certificate and the Malaysian Halal Logo is that the halal certificate cannot be traded, leased, exchanged, falsified, misused, or altered in any way. The use of the halal logo must be by existing laws in the country. Then, if there is a change of name and address of the company must be reported to JAKIM in writing for further action. Halal certificate holders are liable in the event of loss or damage of the certificate for which a police report needs to be made and should be notified in writing as soon as possible (Mohani Abdul et al. 2009). For termination of Halal certificate, it will be revoked and terminated as required before the expiry date and cannot be used if the company violates the Halal Certification Procedure or there is a wrong way in the production process that violates Shariah law.

1.3 PROBLEM STATEMENT

Halal can be defined as a term that used in relation to food can be guaranteed by Muslim to consumed the food and allowed in religion. Halal also can be used for goods like cosmetics, clothing and equipment (Halal Malaysia Official Portal). Halal is certainly an Islamic value and as a good and obedient Muslim, the rules must be follow under Islamic Law including food consumption. The halal logo certification that have in every restaurant must original and get the approval from Malaysia's Department of Islamic Development (JAKIM) so it can build a trust and confidence consumer to buy it.

According to Abdul Latif 2004, the public has questioned the validity of some items or services claiming to be Halal due to a lack of enforcement by authorized employees in monitoring the use of certified Halal emblems. The Assistant Controllers of Trade Description are JAKIM Halal Enforcement Officers had said that thery receive a small amaunt halal certification which is almost 1400 plus in 2016, and the number applies increase to 2000 including the renewal application. They cannot receive the workload because of they are lack of staff to handle that (Agoglia et al,2010; Yan & xie, 2016). JAKIM also has engaged contract staff to share the workload and alleviate the pressure in order to solve the situation. (Noordin et al, 2014) also stated that it is effected the Halal Auditor taking long time to reply the inquiries of halal certification apply from the industry. The ability of Halal Executive to develop food management systems is hampered by a lack of enforcement (Ahmad, 2017). The goal of the project is to ensure that the producer follows halal product criteria and certification procedures. In comparison to not providing any previous information on inspections, it is critical that officers conduct spontaneous monitoring checks.

Next, the varieties of the international halal logos in Malaysia have been conducted in the realm of its importance (Mahmood, 2011). This can make a consumer being confused to know the halal logo from another country. It can easily lead them to the mislead with unauthorized halal logos. JAKIM approves 84 halal logos from 46 countries in December 2021 that said by Datuk Seri Dr Zulkifli Mohamad Al-Bakri (New Straits Time, 2019) . Mostly in restaurant they use halal logos from Malaysia. The snacks or junk food they sell it has many international halal logos such as Switzerland, Canada and Australia. Those halal logos has been recognized by JAKIM.

In Malaysia, Muslims more concerned about halal logos and food ingredient compare others religious (Abdul, 2009). Muslim consumer has lack information about halal based on food. This is because they don't want to know take note the latest halal logos information from JAKIM. When consumer get confused with the truth halal logos, they can't compare the fake halal logo in the restaurant. In addition, few restaurants not follow the halal guide book to get the halal certification from JAKIM. The fact when it not applies halal standard because the restaurant think the food is automatically halal even they do not know the safety of the food. JAKIM is having trouble coordinating their understanding as the halal authorities with the industries.

As the world advances, additional issues also arise such as the misuse of the halal logo. Halal items are not just about the logo but they also cover all areas of production from preparation to handling to the finished product. This would ensure consumer safety and cleanliness when they consume halal food. As a result, not only Muslim consumers desire halal products, but non-Muslim consumers do as well because they are aware of the high quality of halal product (Mas'Ad Saleh, M. A & Abd Wakil, N. A, 2019). Halal is a long-debated topic, but it has grown more complicated in recent years as a result of significant technological advancements and innovation. Unfortunately, the Malaysian market is plagued with concerns such as counterfeit goods and misleading advertising, which can generate a variety of problems for consumers (Ding and Ahmad Yusoff, 2016). Besides, lack of awareness and understanding of halal regulations and concepts among Muslim and non-Muslim entrepreneurs is one of the concerns and obstacles in the halal market (Mohd Mahyeddin, 2019). Many restaurants are implicated in the issue of misusing the halal logo. For example, one of Malaysia's most prominent restaurants, Kopitiam, experienced similar problems. Many Kopitiam

restaurants in Malaysia still refuse to seek for JAKIM's halal certification. Not only that, but there also have an issue where Mamak restaurants established by non-Muslims have been known to employ Quranic passages and Muslim workers to deceive customers into thinking they had halal certification (Ab Halim, M.A and Mohd Salleh, M.M, 2014).

According to Malay Mail, February 12 2019, there have been several reports of restaurant owners abusing the halal certification. In this case, some had expired certificates on display while others had the courage to display credentials that had not been certified by the Department of Islamic Development Malaysia (Jakim) or the applicable state Islamic department. For example, on 31 January 2019, The Domestic Trade and Consumer Affairs Ministry's Kelantan branch started an inquiry document on a restaurant for utilising an expired Jakim logo and Malaysia Halal Verification Certificate. There also an issues in Negeri Sembilan where a restaurant owner in Lukut was fined when authorities discovered him holding a halal certificate from his supplier that had been expired in 2016.

According to New Sarawak Tribune, July 24 2020, there were two business operators were prosecuted by the Department of Domestic Trade and Consumer Affairs for using the halal mark without official certification. Both premises were found using the halal mark without a valid halal certificate from JAIS. Because of this issues, Sarawak KPDNHEP was encourages all food and beverages providers to get halal certificates from the Malaysian Islamic Development Department (JAKIM) or JAIS to assure halal assurance and quality, as well as to increase consumer confidence.

New Straits Times, January 25 2018 was stated that there were two eateries found abusing halal logo in Seremban. Islamic Development Department (Jakim) was found two eateries in Jalan Pajam-Mantin Seremban have misused halal logo. This incident has been found during checks by the domestic trade. Jakim was take down

Halal logo that displayed in that eateries to avoid customer confusion. Traders are warned that if they display the Halal logo or certificates without Jakim's permission, they would be punishment.

Apart from that, on end of May 2014 to early June 2014 there were also issues that related to cadbury. In this issues, the Cadbury issues arose after a government official released information about DNA (pig) contamination in two Cadbury goods made locally which is Cadbury Dairy Milk Hazelnut and Dairy porcine Milk Roasted Almond. As a result, Cadbury's halal certification for the two items was stopped by JAKIM. Cadbury's Halal issue has caused Muslims to lose faith in the company since Cadbury has broken the faith. However, the matter was settled when JAKIM confirmed Cadbury chocolates to be halal, stating that Cadbury Malaysia is convinced that its chocolates contain no porcine or pork-related substances and that it stands by its halal certification (Musa, 2016).

Besides, Starbucks is another halal-related contentious subject. Unlike the Cadbury case, the Starbucks lawsuit arose after a WhatsApp message claimed that numerous Starbucks drinks were haram. Most of this issues were spread through media social. However, in response to the rumour, JAKIM has affirmed that all beverages and foods sold at Starbucks Coffee outlets in Malaysia are halal and safe to consume for Muslims (Abdullah, N. A., Rahman, A. A. & Md. Ismail, C. T, 2018).

There also have an issues where some entrepreneurs are use the fake halal certificates. They get the halal certificates from unregistered overseas bodies (Mohd Mahyeddin, 2019). This is because, many of them thought that application of halal certificate process is complicated and costly. The low level of awareness and lack of thought about halal industry administration is one of the key reasons why many entrepreneurs particularly 'bumiputra' entrepreneurs refuse to acquire halal certification.

According to the instances, the halal certificate was not revoked by JAKIM in any of the situations mentioned above. It was just suspended and will be awarded again if all of the rules are followed. As a result, the products are not allowed to be labelled as non-halal during the suspension period. These lawsuits also clearly demonstrate the existence of different Halal laws that have been broken by the corporation.

The reason why the researcher choose this issues as research study is to raise awareness to owner and staff restaurant so that, they will not have any issues related to misuse of the halal logo. As we all know, customers are frequently attracted to a restaurant's ambience and will eat there without determine first whether or not the usage of the halal logo for the establishment is legitimate. Besides, this study also aims to educate traders on the importance of adhering to halal logo laws when opening a restaurant. This is because, many entrepreneurs still lack a basic understanding of halal concepts and legislation. Some of entrepreneurs also unaware of the proper procedure for applying for halal certification.

1.4 RESEARCH QUESTIONS

1. What is the framework on halal logo regulation in Malaysia?
2. How far restaurant in Seremban follow the compliance with the terms of using halal

Logo.

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1.5 RESEARCH OBJECTIVES

1. To explore halal logo regulation and requirement in Malaysia.
2. To identify how far restaurant in Seremban follow the compliance on usinghalal logo.
3. To propose recommend and suggestion in future.

1.6 SCOPE OF STUDY

This research will focus on awareness of halal logo in restaurant. The researcher is choosing restaurant because, restaurant are the premises that have a business licensewith Companies Commission of Malaysia (SSM). This scope of study will focus on an awareness of halal logo in restaurant in Seremban, Negeri Sembilan. The scope of study is in restaurant in Seremban. Negeri Sembilan is a famous place with Adat Pepatih and have own uniqueness. The researcher chooses Seremban as the place because it is a city of Negeri Sembilan. Other than that, Seremban's status as the state capital of Negeri Sembilan has resulted in the district of Seremban attracting more business and trade activities than other districts in the state (Shamsaini & Ahris,2007). Restaurants are businesses that encounter significant hurdles on a daily basis (Qumaysh, 2018). This is because, restaurant are providing food to other customer either muslim or non-muslim but for this research, the researcher will focus to muslim restaurant.

1.7 SIGNIFICANCE OF THE STUDY

This study is about an awareness of halal logo in restaurant in Seremban, Negeri Sembilan. The respondents for this study is entrepreneurs in Seremban that own restaurant. This research study also will come out the new framework for the owner and staff restaurant. Besides, this study will help entrepreneurs how to improve the uses of halal logo so that they will not caught up in the misuse of this halal logo. This is because, some manufacturers took advantage of the situation and created items with a halal mark that was not authentic.

1.8 STRUCTURE OF THE REPORT

Chapter 1 aims to provide information on the halal logo and restaurant abuse in using the Halal certificate as certified by JAKIM. This study will also highlight related issues based on the case studies that will be conducted. Next, it will be a discussed further in the background of the study then followed by a statement problem, research question and research objective.The last part of this chapter will highlight the importance of the study as well as the scope of the research.

Chapter 2 will discuss a literature review that seeks to discuss the misuse of halal certificates by restaurants. It will focus on restaurants. In addition, we will compare the misuse of Halal certificates by this restaurant with other restaurants.

Chapter 3 will highlight the methodology. This chapter focuses on research

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design and strategy. Followed by sampling strategies that have been used, data collection methods, and process analysis. It will discuss the methods that have been used to collect data by researchers on this topic. Overall, the structure of this study will focus on how the misuse of Halal certificates by restaurants occurs.

1.9 SUMMARY

In summary, this chapter introduces the research background and abstract structure, including the background of the halal logo and JAKIM regulations for community satisfaction. The purpose of the research is to analyze an awareness of halal logo.

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CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

Literature generally refer to story, poem, and novel (Kumar et.,al 2013). In the context of research, literature review is a research of article which is published or unpublished. The researcher should describe, objectively, summary, clarify, evaluate and conducted in the areas which are related to the one being studied. The articles is refers to the understand and investigate the research problem.

According to the (Pew research center, 2011) predicts that the Muslim population will increase from 1.6 billion in 2010 to 2.2 billion in 2030. This represents an increase of 35 percent. This growth rate will double that of the non-Muslim population by 2030. Muslim population will make up 26.4 percent of the world's population (Andrew, 2011). The official religion in Malaysia is Islam which have majority Islam Muslim population (Department of Statistic Malaysia,2020). In Malaysia, Muslims are a high population with a percentage of 60.4 percent (Halim,2019). It shows that, there are many Muslim people in Malaysia. Muslims have a responsibility in terms of choosing good food and should have the approval of the halal logo if choosing to eat in a restaurant. There are a lot of cases and issues about misuse halal logo and it likes does not have the ending until the owner and community have the knowledge about it. This issues always being trending because almost have news about misuse halal logo either in

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restaurant, premise and others.

2.2 DISCUSSION OF THE ISSUES

2.2.1 HALAL

Halal in Arabic word can be define as a legal or permitted (Hasan & Hanif,2017). Halal industry get a high demand in many countries due to the increasingly population (Abdul Hamid et al., 2018).) In Malaysia, halal industry growth since 2001 that stated by (Ahmad et al., 2013) Halal status is a must have in food, product, Muslim business and others because to ensure that they are follow the compliance of halal from (JAKIM).Islam is the official religion in Malaysia and there have 28.3 million Malaysia's population are Malay Muslim (C.Henderson,2016). Then, in Malaysia, halal certification was established to protect Muslim consumer from buy or get the non halal product. There are many varieties of products and foods to choose from the store, but Muslims consumer should choose wisely in terms of the halal status of a product or food to avoid a problem. Muslims are able to choose products that justified in Islam (Shafiq et al., 2014). This is because, Muslim people focus on halal food. It is important for owner of the premise business get halal status from JAKIM to ensure their consumer trust to buy the product or food. It is shows that the product or food that process follow compliance of Halal (JAKIM). Mostly, the halal status of a product critically impacts Muslim's consumption opinion (Shafiq,2014). There are two parties that handling with halal certification in Malaysia which is Jabatan Kemajuan Malaysia (JAKIM) and Jabatan Agama Islam Melaka (JAIM) (as cited in Shafiq et

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al., 2014). They are handling in four components which is food product, non-food product, restaurant and food premises and slaughter and logistics (Shafiq et al., 2014). Halal certification can be defined as the process that halal certification can be meant by approving products or services that have been prescribed by sharia law. In Malaysia, almost Muslim ownerthat open their business that sell food or product should get halal certificate to ensure their product in safe and follow the compliance from (JAKIM). There are some owner business that did not have halal certificate but they print out the fake halal certificate and pasting it on the wall. The purpose is to make their customer feel trusted to enter in their premises. This is because of the halal certificate shows the guarantee the products that they produced are using non - prohibited substances.

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2.2.2 HALAL LOGO

Figure 1: Halal Logo Malaysia Features

Figure 1 shows the halal logo that provided by JAKIM/ JAIN/ MAIN and it consists of the following elements to required such as:

a) An eight-cusp star in the middle of a circle.

b) The Arabic word " "in the star's core.

c) Below it, the word "HALAL" in Roman alphabets.

d) The word "Malaysia" written in Roman and Arabic alphabets within the logo'scircular shape.

e) To distinguish the Roman alphabets, two little five-cusp stars are placed from the specified Arabic term

Malaysia Halal Logo is using since 2003 among 14 state in Malaysia. Halal logo should use for the premises, or food that got the halal certification by JAKIM. In Malaysia, there are many premises that open business either selling product or food. Premises that selling food need follow the requirement of Halal logo that already set up by Jabatan Kemajuan Islam Malaysia (JAKIM). In Malaysia, if JAKIM gives halal

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logo to the owner business, it is means that their business complies with the syariah that has been set out from JAKIM (Hasan & Hanif, 2017). Once the owner business gets the halal logo from JAKIM, it necessarily displayed to the premise or in food packaging (Halim et al., 2019). It also means that, the premises can use the logo legally in their premise and in their packaging products (Majid et al., 2015).

2.2.3 MISUSE HALAL LOGO

Misuse halal logo is not a new case in Malaysia because of the irresponsibility of the owner premise that did not follow regulation that had set up by Jabatan Kemajuan Malaysia (JAKIM). There are many past researchers make a research about misuse halal logo. This is because to see how far this issues in Malaysia. People whom have lack knowledge about halal logo will think that every halal logo that have at the packaging or the premises is can be trusted. There is some doubt towards halal logo among consumer (as cited in Ahmad et al., 2013). This is because there are a lot of design halal logo for example in terms of the colour, words and others. However, operators can change the

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colour of halal logo on food packaging (as cited in Shafiq et al., 2014) and this will lead to the problem of consumer confusion over the available halal logos. For example, they are variety colour of halal logo such as red, green, blue and black. This different colour are led confusion to the consumer while choosing the food or product. Then, it will make the consumer have a doubt when they are in choosing to buy the product because of many variation design of halal logo (Shafiq et al., 2014).

Globally, Jabatan Kemajuan Islam Malaysia (JAKIM)'s halal logo is one of the symbols of halal compliance that known around the world (Majid et al., 2015). It is means every people know about the halal logo and the compliance that need to follows. There are some issues that have related to misuse halal logo. Jabatan Kemajuan Islam Malaysia, (JAKIM) has conducted 740 inspections in restaurants for halal logo compliance, with 308 premises complying and the 432 premises failing to meet the requirements of the halal logo. (Halim et., al 2019). It is shows that they are many premises did not follow the compliance of halal logo and did not take an action to get halal logo. This premises are not having responsibility towards halal logo because they did not follow the compliance that need to follow before open the premises. Usually, this premises did not follow the compliance because some of them maybe have skip step of the compliance halal and feel that it is hard to do what the compliance has listed. Mohamad Nordin as the director-general Malaysian Islamic Development Department (Jakim) recommended all restaurant owners and food product producers to seek halal certificates from Jakim in order to verify that the food served was halal and to boost customer trust (Bernama, 2019).

According to (Halim et.,al 2019) other issues that related with misuse halal logo is premises did not ever apply to registered halal logo. It is means the premises did not have the legal halal logo in their premises and using fake halal logo. This will lead to

the irresponsible owner business to take advantage of the issues that arise to produce fake halal logos on the premises or food packaging (Shafiq et.,al 2014). Some of consumer, if see the halal logo or the certificate of halal in the premises is enough without knowing the logo is fake or not. They also did not can identify which one isfake halal logo or true halal logo.

There are many doubts about the halal status of food in many restaurant premises and this halal logo plays an important role in gaining the trust and confidence of the public (Halim et al., 2019). This is because some owners do not focus on the halal logo but focus on the profits they will get. Halal certificate and halal logo is not an easy thing to get because there are many regulations that need to be followed before opening a store or selling the food. Therefore, to facilitate their work, they will falsify the halal logo and paste it in the premises to attract customers and trustworthy towards their restaurant or product.

2.2.4 RESTAURANT

Restaurant is the place that providing a food and beverage to other people and it will receive many customers in that place. As we all know, there are a lot of issues related to halal logo and restaurant. This is because, Muslim people need to choose halal restaurant compare to non-halal restaurant to buy the food. There are two largest Muslim countries which is Indonesia and Malaysia and this country known as grown scale halal issues. This country grown as halal industry and can be seen through restaurant, cafe, supermarket, tourism and others. (Hashim,

2021). If the population Muslim people is highest, there are a lot of demand towards the halal restaurant. The owner of Halal restaurant should concern about halal logo because there are many Muslim people will choose halal restaurant (Budiman,2020).

Other than that, cafeteria, food truck, hotel also need have halal logo in their premises food because of there are in the food and beverage sector. According to (JAKIM, 2012), there have issues about halal which is JAKIM recalled 39 products and withdrew the halal certificate of 10 hotels and one abattoir between 2010 and March 2012. It is means, halal logo is not only use for restaurant, but in hotel and other premises also. In addition, some restaurant owners exploit the usage of the halal logo in their premise (Razali et al.,2017). This is because, the lack of awareness and responsibility towards halal logo and just focus to get profit until ignore the important obligation as the owner Muslim restaurant. It is clearly that, halal logo is most important to use legal.

2.3 SUMMARY

This chapter is covered the literature review of halal, halal logo, misuse halal logo and restaurant. The next chapter will focus on the methodology of this research study.

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2.3 SUMMARY

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CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

In this chapter 3, it will clarify the method that used by the researcher to conduct this research based on the research tittle had decided. It explains the research design and strategy, sampling strategy, data collection method, data analysis process and last is summary. On research design it tells about the research design that will use by the researcher whether it used qualitative research or quantitative research. Then, sampling strategy is a part that the researcher will choose the best sampling that suitable for the research. After that, data collection method is telling about how the researcher collectthe data for this research. It will use the best method to easy researcher doing the research. Data analysis process will clarify and give the justification for all the collection method data that use. Lastly is summary, it will conclude all the session in chapter 3.

3.1 RESEARCH DESIGN & STRATEGY

A qualitative research design will be use for this investigation. A set of techniques for gathering, analyzing, interpreting, and reporting data in research investigations is known as research design (Sami Almalki, 2016). In general, the researcher looks into the meanings and insights of a situation (M. Haradhan, 2018). A "deep understanding

of the particular" is one of the goals of qualitative traditions (M. Haradhan, 2018). The complete picture in which the study topic is integrated is carefully considered in qualitative research. To support the research conclusions, qualitative research can use data provided in the form of document extracts and interviews (Merriam, 2009).

There are three different sorts of study designs: exploratory, descriptive, and explanatory (Tesfaye Boru, 2018). The utilization of qualitative data collection techniques is implied by qualitative exploratory research (Schiffman & Kanuk, 2007). The classification system is based on the objective of the research design, which has a different end goal. According to Tesfaye Boru (2018), exploratory research is done when people have enough but the phenomenon isn't well understood or the problem isn't well characterized. For more definitive study, the initial research design, sample methods, and data collection can be determined (Tesfaye Boru, 2018). Furthermore, explanatory research searches for cause and reason, as well as evidence to back up an explanation.

The definition of descriptive research involves acquiring data that will be used to describe occurrences, then organizing, tabulating, and describing the data (Glass & Hopkins, 1984). Then descriptive research may pose the inquiry, "What?" It will ask the questions 'why' and 'how' in the explanatory research (Tesfaye Boru, 2018). As a result, the descriptive investigation is built, and the next step is to identify an actual cause why a phenomenon occurs. Words, but not numbers, are used to create descriptions. The observation will be capture in the same form that occurs spontaneously in a given context.

Aside from that, qualitative research is conducted inductively. The various qualitative techniques to answering various types of research questions using various analytic tools. Different qualitative approaches represent the state of progress in science

philosophy at the time the method was developed (Denzin & Lincoln, 2000). Qualitative research is currently developing a context that is mainstream, similar to social scientific research.

The formation of legal "doctrines" through the investigation of legal norms is the subject of doctrinal research (Paul Chynoweth, 2008). Doctrinal methodology refers to a method of legal study that is commonly thought of being standard. Case-law and other legal sources will be the focus of a doctrinal report. The goal of doctrinal research is to give lawyers and judges the tools they need to make decision on a wide range of issues, often in a short amount of time (Adilah Abd Razak, 2009).

The aim for picking this study is to gain a better understanding of qualitative research's perspectives and perceptions. This method elucidates the various issues that arise when constructing concepts or hypotheses for qualitative research. Individual interviews, group discussions, and participants from the outside are all used in this method for data collecting, as are two forms of unstructured or semi-structured activities. As a result, this technique is appropriate for achieving the goals of the study an awareness of halal logo in restaurant in Seremban, Negeri Sembilan.

3.1 SAMPLING STRATEGY

According to this definition of the word (Business Research Methods, 2013) Sampling can be defined as the subset population that be selected based on the overall of the population. The purpose sampling used because of the population is always change and have a large number population. Then, a sample study will make cost of studying less and it will easy to get closed to the population if had chosen the sample. There are two types of sampling techniques in qualitative which is probability sampling

techniques and non-probability sampling.

In this research, the researcher will use non-probability sampling. This is because, non-probability sampling is suitable for qualitative research and case study research design (Yin,2003). This is suitable to choose this sampling techniques because our research is qualitative study and the research design is based on case study. In non-probability sampling have four techniques which is quota sampling, snowball sampling, convenience sampling and judgement sampling or also known as purposive sampling.

The researcher will use judgement sampling or also known as purposive sampling. Judgement sampling, also known as purposive sampling, is a method in which specific circumstances, persons, or events are purposely picked to provide useful information that would not be obtained through other choices. (Maxwell,1996). Judgement sampling also is the person that have the right information needed to refer (Business Research Methods, 2013). There are some advantages to using this sampling. According to (Sharma, 2017) the pros of judgemental sampling are they can give researchers with the basis to make theoretical, analytic, and logical generalizations from the sample under study. It is suitable for the research because, the researcher will using online survey which is google form to owner of restaurant and the staff of restaurant using semi structured interview. They are the sample that needed to get the answer from the question that build for this research which is related to an awareness of halal logo in restaurant, in Seremban Negeri Sembilan.

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3.1.1 TARGET POPULATION

In this study, it is impossible to study the whole population of restaurant in Seremban, Negeri Sembilan. Population refers to a whole set of persons or object that have the same attribute to the one that researches would love to study (Kumar,2013). The location will choose in this research is in Seremban, Negeri Sembilan. The researcher will collect the data from this population that related to research study which is an awareness of halal logo in restaurant in Seremban, Negeri Sembilan. In this research, the population that targeted is the people who work in the restaurant in Seremban, Negeri Sembilan. Hence, the target population of this study would be the owner and the staff that work at the restaurant in Seremban, Negeri Sembilan.

3.1.2 SAMPLE SIZE

The sample size should be select to solve this problem of size population refer to the research. The sample is a small number of the population selected for the observation and analysis Best & Kahn, et al (2006). To achieve the objective of study, the researcher will choose about 15 respondent that consists from owner and staff of restaurant that can give us the information related the research that make. There is the sentence that state in the research which is which that “the more data shows the better’’. However, there are another reason that suggested that less than 20

participants in qualitative studies can build and make relationship be closed and trusted (Crouch & McKenzie, 2006). It can help to reduce the bias and the validity of threat in qualitative research.

3.2 DATA COLLECTION METHOD

Data collection method is a process where the researcher collects information from people with relevant difficulties in order to answer research questions, test hypotheses, and evaluate outcomes (Saunders, Thornbill, & Adrian,2019) In a research project, there are numerous data collection methods. Secondary data collection methods and primary data collection methods are the two types of data collecting methods. In this study, the researcher will use both primary data and secondary data to determine the research objectives and research questions in Chapter 1.

3.1.1 PRIMARY DATA

Primary data comes from sources that have not been made public yet and therefore more trustworthy, authentic and objective. It is new information that can be gathered

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through the interview method (Saunders et al., 2019). Besides, primary data sources are all surveys, questionnaires, interviews and observations (Syed, 2018). Primary data are data obtained specifically for the research problem at hand, employing processes that are tailored to the study subject.

In primary data, where data is collected by researchers directly from main sources through online survey, and questionnaire. In this research study, researchers will use online survey. This is because, it's faster and easy to use because the information will being collect automatically that make researchers will easily to use it and save more time. Besides, it also easy for respondents to use it because most of people nowadays prefer to answer online survey.

3.1.1 SECONDARY DATA

Secondary data is information obtained from other sources. It is usually historical in nature and has been researched by another researcher (Saunders et al., 2019). Secondary data also can be define as information received from a source that has previously been published in some manner. In any research, secondary data is also utilised in the literature review (Syed, 2018). This secondary data is perfectly acceptable and sufficient for drawing conclusions, answering the issue or solving the problem. Besides, using secondary data poses a variety of unique challenges for academics.

In this research study, the researchers will collect the data from books, journal, article, Jakim's websites, newspaper and many more. Jakim's websites and newspapers are one of main sources for researchers to obtain information for this research study to further strengthen the issue in this study. In addition, this secondary source of data also contains a solid and authentic source based on

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several previous studies that have been conducted. Secondary data is publicly available information that can be used by individuals other than researchers. This means that rather than being acquired directly, secondary data is obtained through published or unpublished sources. This secondary data will help researchers in saving their times, costs and easy to navigate. Besides, secondary data also easy to get and the data have been readily.

3.1.2 ONLINE SURVEY

Online survey is the most popular data collection method which is there will bea set of survey questions and will be sent to all targeted respondents. Google forms will be use as online survey in this research study and the questionnaire will be sent as an attachment to an email or put as a form on the internet. The forms will be spread out through online application such as 'WhatsApp' to the owner and staff restaurant. In this research study, researchers will use online survey because it is easy to analysis and potentially to get quicker response time with wider. Besides, with the advancement of technology nowadays, it will make researcher easy to reach the targetedrespondents.

Google forms is a free online survey platform that researchers can use to conduct the surveys of this research study. This online survey also will make researchers able to concluded that the technique for converting a printed questionnaireto an online form would be useful for researchers conducting online survey based on their experience. The goal of this method was to provide a straightforward technical guidance on how to use google forms in this context.

3.1.3 SEMI STRUCTURED INTERVIEW

The semi structured interview is used to elicit subjective reactions from people about a situation or event they have encountered. A semi structured interview is suited for this study because it will allow the researchers to ask new questions as they occur throughout the interview process, as well as delve further into the material provided by the respondents. In this study, close ended and open ended question will be use for semi structure interview. There are significant differences between open-ended and closed- ended questions, particularly in terms of the role of respondents while answering such questions. For example, closed-ended questions limit the respondent's options. The researcher will give the limit option choice for the owner and the staff to answer the online survey. Besides, open-ended questions allow the respondent to express his or her opinion without being influenced by the researcher. The researcher will give the owner and the staff restaurant answer the question based on their opinion, knowledge and experience.

In this research study, the question will be made from a combination of close-ended question questions and open-ended question. All the respondent will be ask the same question that related to research study objective and questions.

Open Ended Question

For open ended question, researchers will begin the questions such as why, how, what, describe or what do respondents think about. Researcher will use this open ended question because it's require respondents to think and reflect and also answers all the questions include their personal feelings, opinions or ideas about the issues. Besides, the benefits of open-ended questions include the ability to uncover spontaneous responses from individuals, avoiding the prejudice that might arise from proposing responses to individuals, which can happen with closed-ended questions (Reja Ursa et al., 2003).

Close Ended Question

Usually, for answers that are identical in both question formats, close-ended questions give larger percentages than open-ended ones (as cited in Reja Ursa et al., 2003). In close ended question, respondents will able to give more specified with given response alternatives. In close ended question, the questions can be answered in two ways which is 'yes' or 'no' or 'true' or 'false'. Multiple choice closed ended questions are simple and versatile, allowing the researcher to collect data that is clear and straightforward to analyse. The reseacher will use this close ended question because they are simple to comprehend, so respondents do not have to spend a lot of time reading the questions again and over.

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3.2 DATA ANALYSIS PROCESS

Qualitative methods aim to evaluate, weigh and interpret information obtained through sources such as interviews, conversations, notes, to investigate its in-depth meaning or question. Analysis of data collected from interviews conducted between two people to obtain information. According to (Moore & McCabe, 2005), there are several types of research used to collect data, and the data obtained will be divided according to themes and sub-themes, to be used for a more thorough discussion of the topics discussed. The use of qualitative methods can provide clearer data obtained as well as facilitate and obtain results that are about the objectives of the study. In addition,the content analysis also gives an advantage to researchers in structuring the qualitative data obtained to achieve the objectives studied. (Cohen, 2007) have stated that, qualitative data analysis involves organization as well as understanding the data takenby the participants about the situation or during the discussion, the data is taken by observing patterns, themes, categories, and regularity.

There are several interview method used namely structured interviews, semi-structured interview, unstructured interviews and unsolicited interviews. Researchers will use semi-structured interview techniques to obtain more information from individuals. Semi-structured interviews are a method of data collection to obtain information from individuals in more detail and better (Silverman, 2005). According to (Cohen et al. 2000), this interview is also considered as “Sharing an opinion between two or more people about the question to be conveyed about the question asked”. A semi-structured interview method was used to collect data to answer questions from an objective point of view. Using a semi-structured interview method is an ideal way to obtain detailed personalized

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data, and for clearer information, there is always an opportunity for research (Gray, 2004).

In this study, online interview method through google form will be used to meet the objectives of the study. The purpose of this study is to find out an awareness of halal logo by restaurants in conducting their business. The questions posed can meet the objectives sought.

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3.2.1 THEMATIC ANALYSIS

Thematic analysis is a method used to analyze data from qualitative data obtained from the data set sought and to ensure that the data obtained can analyze as well as record repetitive data (Braun and Clarke, 2006). According to (Braun and Clarke, 2006) thematic analysis as a method can provide a comparison to the methodology studied. Using thematic analysis in qualitative analysis methods can help researchers understand the scope and purpose of the research method. This method is used to generate data and interpret processes in code selection and theme construction. The principle of thematic analysis is to encode the data sought and refine themes, as well as make findings that can be applied to qualitative methods such as fundamental theory (Watling and Lingard 2012) and discourse analysis (Taylor et al. 2012). (Boyatzis, 1998) have stated that, thematic analysis is a method that can bridge the gap and understand the complete reality, in terms of objectives and clearer goals especially to the researcher.

Thematic analysis is used to subdivide detailed or complete themes or patterns to be applied in the data, and these themes are used to answer the questions or topics studied and produce conclusions about the problem to be sought. Thematic analysis not only summarizes the data obtained but it analyzes and gives meaning to what is studied (Clarke & Braun, 2013). In this research, the researcher used a thematic method to study an awareness of halal logos in restaurants. The researcher used google form in conducting the questionnaire and have three parts namely part A, B and C. In part A is knowledge of the halal logo because the researcher wants to know the extent of their knowledge of the halal logo. In part B is about compliance with the halal logo used by the restaurant. In this section, the researcher will examine the extent to which owner and staff restaurant had

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implement the use of halal logos in their restaurants. Part C is an improvement made so that the use of the halal logo is maintained. The researcher will give some suggestions that can provide improvements to the existing halal logo in a better direction. Questions are provided in bilingual to ensure respondents understand the study questions and answer accordingly.

3.1 SUMMARY

In this chapter will covered about researched methodology and analyse data for research questions and research objectives. The chapter will start with discussion of research design and strategy, sampling strategy followed by data collection method and the last part is data analysis process.

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CHAPTER 4

FINDINGS AND DISCUSSION

4.1 INTRODUCTION

The previous chapter discussed technique, or the methods used by researchers to acquire data from respondents. In this chapter four, the researchers aim to present the results of their discoveries. During the last semester break, the researcher collects data from 15 respondents thru online survey which is google form.

The researcher collected data from respondents who are the owner or the staff of a restaurant in Seremban, Negeri Sembilan. The researcher are using an online survey method called Google Form. The researcher also used semi-structured interviews to produce a questionnaire with open ended and closed ended questions. Closed-ended questions limit the respondent's alternatives such as give Likert scale or others. The reason is because it due to the fact that they work in the restaurant industry and do not have a lot of time to respond to numerous questions based on their experience, expertise, and other factors. The researcher then uses open-ended questions to allow the responder to express himself or herself without being influenced by the researcher.

The data will be analysed via a semi-structured interview and theme analysis by the researcher. The researcher used a semi-structured approach since they distributed the questionnaire using Google Forms and sent it to the restaurant's phone number via WhatsApp.

The researcher using thematic analysis to analyse the data because the data will divided follow the theme that had been create which is parts A is about knowledge, part B

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about regulation, and part C is the recommendation.

4.2 DISCUSSION BASED ON RESEARCH QUESTIONS

The purpose of the discussion was to interpret the data. The researcher obtained information through information shared by respondents through a google form. The researcher obtained 15 respondents to answer the questions to obtain information to answer the objectives of the study. In this study, the researcher uses the thematic analysis method in which there are 3 parts to questions A, B, and C. The researcher uses this analysis to divide a detailed or complete theme or pattern to be topic. Studied and came to conclusions about the problem to be sought. In this research, the researcher used the question method which is divided into 3 parts to study an awareness of halal logo in restaurants and the researcher used owner and staff in conducting the study through division.

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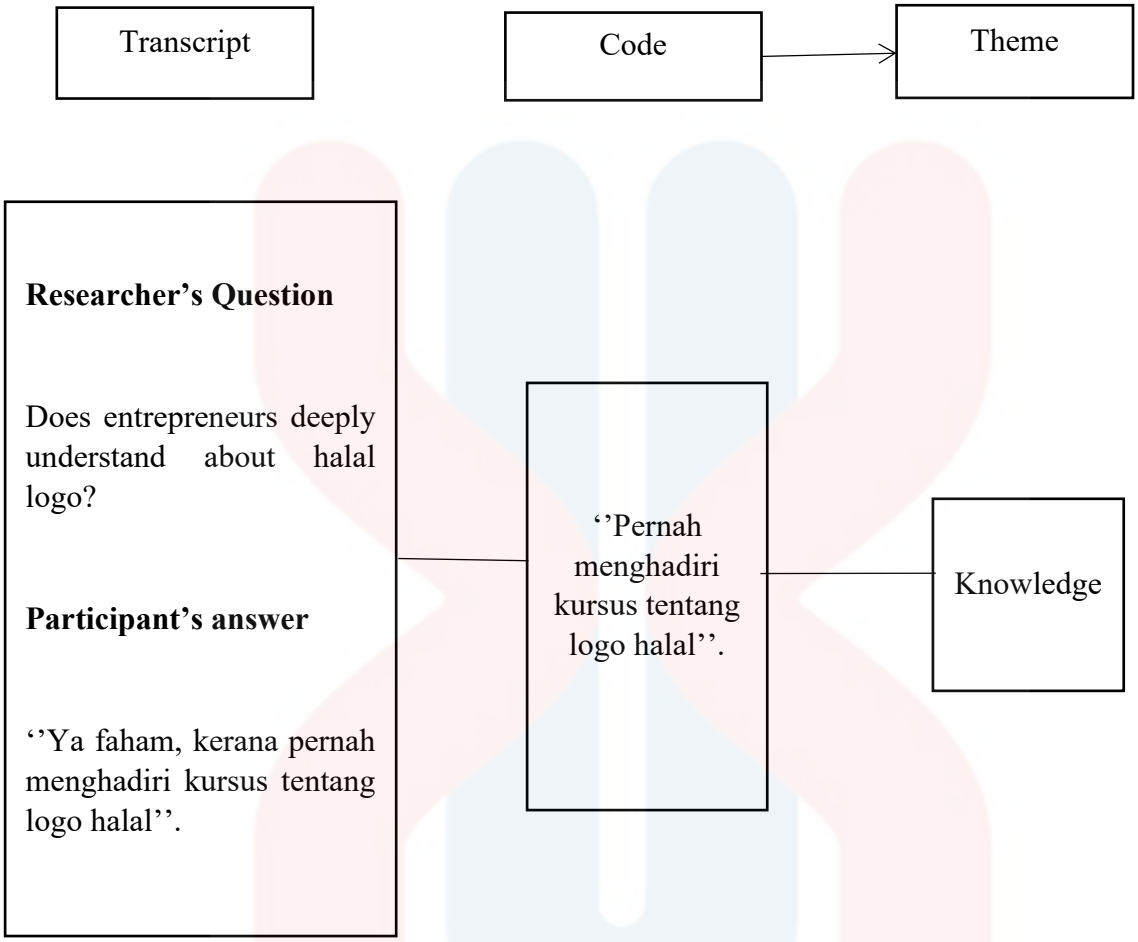
Diagram 1 : Phases Of Thematic Analysis



Findings for Theme 1 :

Theme	Codes
Knowledge	''Pernah menghadiri kursus tentang logo halal''.

Madam Zaleha binti Abdul Rahim is the first respondent for this research study. Her phone number is 0126339610 and she is 64 years old. Madam Zaleha is malay race and one of the staff in Restoran Negeri. She was stated yes that their restaurant deeply understand about halal logo.

(Respondent 1)

Mohd Hisham bin Mustapha, 39 years old is the second respondent for this research study. His race is malay. He is the owner of Restoran Nasi Ladho Ayam and his phone number is 0162958361. He was answer yes for deeply understand about halal logo.

(Respondent 2)

Next respondent is Qurratul Aini binti Bazrulzaman, 35 years old. Her phone number is 0196682452 and her race is malay. She is the owner of Hayyan Huda Opah's Kitchen. She was answer yes for deeply understand about halal logo.

(Respondent 3)

The fourth respondent is Safira binti Osman, 22 years old. Her race is malay and her phone number is 0106242222. She is the owner of Restoran Man Tom Yam and she stated yes for deeply understand about halal logo.

(Respondent 4)

Nabihatul Huda, 27 years old is the fifth respondent for this research study. Her phone number is 0173564335. Her race is malay and she is the staff of Eid Korean Authentic Cuisine. She stated yes for deeply understand about halal logo.

(Respondent 5)

Next respondent is Rozilawati Mohd Taib. She is 54 years old and her phone number is 0133331248. Her race is malay and she is the owner of Restoran Kemangi. She stated yes

for deeply understand about halal logo.

(Respondent 6)

Mohd Jabar bin Fairus, 50 years old is the next respondent for this research study. His phone number is 0173156690. He is the owner of Restoran Al Fairus. He was answer yes for deeply understand about halal logo.

(Respondent 7)

Muhammad Zulqarnain bin Noh also one of respondent for this research study. He is 25 years old and his phone number is 0111839410. His race is malay. He is the staff of Foodie Republic. He was stated yes for deeply understand about halal logo.

(Respondent 8)

Siti Nordiana Maisarah also respondent for this research study. She is 34 years old and her race is malay. Her phone number is 0129335495. She is one of the staff of Nasi Arab Damsyik. She was stated yes for deeply understand about halal logo.

(Respondent 9)

The next respondent is Mohd Raziz bin Sharim Shukur. He is 40 years old and his phone number is 0102660313. His race is malay and he is the owner of Ramzia Kitchen New. He stated 'Ya faham, kerana pernah menghadiri kursus tentang logo halal'.

(Respondent 10)

Mohd Zaidi bin Abdul Nasir, 28 years old also one of respondent for this research study. His phone number is 0102039737 and his race is malay. He is one of the staff in Restoran Victory. He stated yes for deeply understand about halal logo.

(Respondent 11)

Suhaimi bin Wan Hussin is respondent for this research study. He is 30 years old and his race is malay. His phone number is 01110180758. He is owner of D'Myra Sawadee and he stated yes for deeply understand about halal logo.

(Respondent 12)

The next respondent is Fatimah binti Shamhuddy. Her phone number is 0126216381. He is 65 years old and his race is malay. He is owner of Rest Pitch and Chip stated yes for deeply understand about halal logo.

(Respondent 13)

Amirul Nur Iman bin Ruslan also respondent for this case study. He is 23 years old and his phone number is 0146082098. His race is malay and he is one of the staff in Restoran DPantai. He stated yes for deeply understand about halal logo.

(Respondent 14)

Last respondent for this research study is Ain Hafidza. She is 42 years old and her phone number is 0122100735. Her race is malay and she is the owner of Pine and Dine Restaurant. She stated yes for deeply understand about halal logo.

(Respondent 15)

The researchers has choose one respondent which is Mohd Raziz bin Sharim Shukur, 40 years old and the owner of Ramzia Kitchen New because the respondent can answer linked with the research objectives of this research study.

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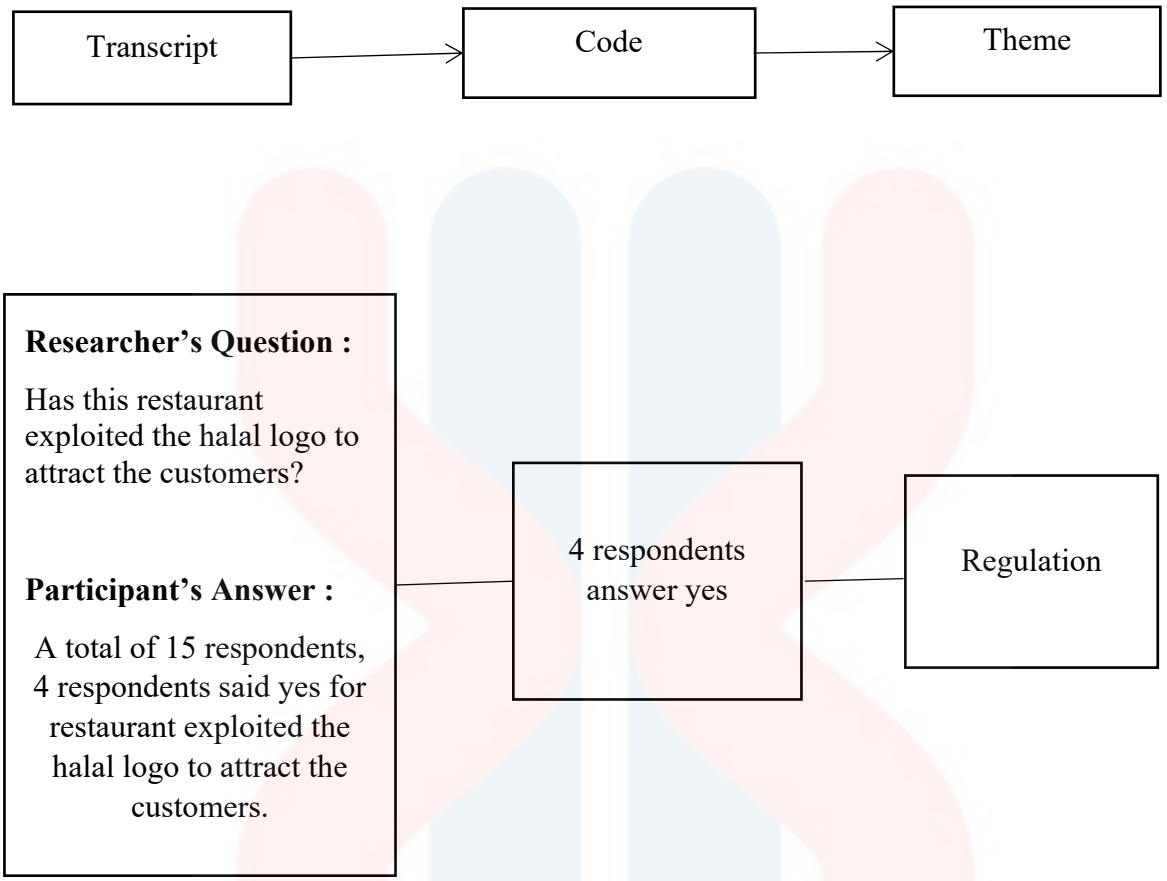
Analysis for Theme 1 :

	Theme	Codes
1	Knowledge	Respondent 1 : Ya
2		Respondent 2 : Ya
3		Respondent 3 : Ya
4		Respondent 4 : Ya
5		Respondent 5 : Ya
6		Respondent 6 : Ya faham
7		Respondent 7 : Ya
8		Respondent 8 : Ya
9		Respondent 9 : Ya
10		Respondent 10 : 'Ya faham, kerana pernah menghadiri kursus tentang logo halal'
11		Respondent 11 : Ya
12		Respondent 12 : Ya
13		Respondent 13 : Ya
14		Respondent 14 : Ya
15		Respondent 15 : Faham

Diagram 2 : Phases Of Thematic Analysis



Findings For Theme 2 :

Theme	Codes
REGULATION	Total of 15 respondents out of 4 respondents said yes.

Zaleha Binti Abdul Rahim, 64 years old is the respondent 1 for this research study. Her race is malay. Her phone number is 0126339610. She is the staff of Restoran Negeri. She was answer yes for restaurant exploited the halal logo to attract the customers.

(Respondent 1)

Muhammad Hisam bin Mustapha, 39 years old is the respondent 2 for this research study. His race is malay. His phone number is 0162958361. He is the owner of Restoran Nasi Ladho Ayam. He was answer no for restaurant exploited the halal logo to attract the customers.

(Respondent 2)

Qurratul Ain Binti Bazrulzaman, 35 years old is the respondent 3 for this research study. Her race is malay. Her phone number is 0196682452. She is the owner of Restoran Hayyan Huda Opah's Kitchen. She was answer no for restaurant exploited the halal logo to attract the customers.

(Respondent 3)

Safira Binti Osman, 22 years old is the respondent 4 for this research study. Her race is malay. Her phone number is 0106242222. She is the owner of Restoran Man Tom Yam. She was answer no for restaurant exploited the halal logo to attract the customers.

(Respondent 4)

Nabihatul Huda, 27 years old is the respondent 5 for this research study. Her race is malay. Her phone number is 0173564335. She is the owner of Restoran Man Tom Yam. She was answer no for restaurant exploited the halal logo to attract the customers.

(Respondent 5)

Rozilawati Binti Mohd Talib, 54 years old is the respondent 6 for this research study.

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Her race is malay. Her phone number is 0133331248. She is the owner of Restoran Kemangi. She was answer yes for restaurant exploited the halal logo to attract the customers.

(Respondent 6)

Mohd Jabbar Bin Fairus, 50 years old is the respondent 7 for this research study. His race is malay. His phone number is 0173156690. He is the owner of Restoran Al Fairus. He was answer no for restaurant exploited the halal logo to attract the customers.

(Respondent 7)

Muhammad Zulqarnain bin Noh, 25 years old is the respondent 8 for this research study. His race is malay. His phone number is 0111839410. He is the staff of Restoran Al Fairus. He was answer no for restaurant exploited the halal logo to attract the customers.

(Respondent 8)

Siti Nordiana Maisarah, 34 years old is the respondent 9 for this research study. Her race is malay. Her phone number is 0129335495. She is the staff of Restoran Nasi Arab Damsyik. She was answer no for restaurant exploited the halal logo to attract the customers.

(Respondent 9)

Mohd Raziz bin Sharim Shukur, 40 years old is the respondent 10 for this research study. His race is malay. his phone number is 0102660313. He is the owner of Restoran Ramzia Kitchen New. He was answer no for restaurant exploited the halal logo to attract the customers.

(Respondent 10)

Mohd Zaidi Bin Abdul Nasir, 28 years old is the respondent 11 for this research study. His race is malay. His phone number is 0102039737. He is the staff of Restoran

Victory. He was answer yes for restaurant exploited the halal logo to attract the customers.

(Respondent 11)

Suhaimi Bin Wan Hussin, 30 years old is the respondent 12 for this research study. His race is malay. His phone number is 01110180758. He is the owner of Restoran D'Myra Sawadee. He was answer no for restaurant exploited the halal logo to attract the customers.

(Respondent 12)

Fatimah Binti Shamhuddy, 65 years old is the respondent 13 for this research study. Her race is malay. Her phone number is 0126216381. She is the owner of Restoran Rest Pitch & Chip. She was answer yes for restaurant exploited the halal logo to attract the customers.

(Respondent 13)

Amirul Nur Iman bin Ruslan, 23 years old is the respondent 14 for this research study. His race is malay. His phone number is 0146082098. He is the staff of Restoran Dpantai. He was answer no for restaurant exploited the halal logo to attract the customers.

(Respondent 14)

Ain Hafidza, 42 years old is the respondent 15 for this research study. Her race is malay. Her phone number is 0122100735. She is the owner of Restoran Pine & Dine. She was answer no for restaurant exploited the halal logo to attract the customers.

(Respondent 15)

The researchers has choose one respondent which is Mohd Zaidi Bin Abdul Nasir, 28 years old and the staff of Restoean Vitory because the respondent can answer linked with the

research objectives of this research study.

Regulation :

	Theme	**Codes**
1	Regulation	Yes
2		No
3		No
4		No
5		No
6		Yes
7		No
8		No
9		No
10		No
11		Yes
12		No
13		Yes
14		No
15		No

4.3 SUMMARY

In this chapter will covered about discussion based on research questions. The purpose of the research is to know the result of the respondent given to analyze whether owner restaurant in Seremban, Negeri Sembilan aware of the existence of misuse halal logo. The questions given to respondent is refer to theme and research objective in chapter 1.

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CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

This chapter five is about link with previous study, research finding, limitation, recommendation in future and summary. The previous study is related to the research objective and the literature review from past researcher on awareness of halal logo. The researcher will come out the analysis data from research finding after make an online survey which is thru google form to the owner or restaurant in Seremban, Negeri Sembilan. The researcher also come out limitation of study during making the research and collect data respondent. Lastly, the researcher come out the recommendation for the future about the research topic which is an awareness of halal logo in restaurant in Seremban, Negeri Sembilan.

5.2 LINK WITH PREVIOUS STUDY

On this section, it related to the previous study because the researcher wants to linked to the previous study on literature review which is from past researcher said. There are five question in theme A which is knowledgement. The researcher provides open ended question to respondent in google form because wants respondent answer based on their experience or knowledgement. The answer for 15 respondents is yes for does the entrepreneurs deeply understand about halal logo. It is means, the owner or staff understand what is about halal logo. This is linked with the previous study which means once the owner business gets the

halal logo from JAKIM, it necessarily displayed to the premise or in food packaging (Halim et al., 2019). It is the one of the concept of halal logo and the respondent have understanding about halal logo. The next question is do entrepreneurs really take note with information of halal logo and the answer for question is yes they noted with the information of halal logo. It is linked with the previous study from, according to (Budiman,2020) the owner of Halal restaurant should concern about halal logo because there are many Muslim people will choose halal restaurant. It is means that, they are knows and concern about information of halal logo.

Furthermore, next question is do entrepreneurs emphasize about the importance of halal logo and overall the respondent answer yes and it is linked with the past research which is there are many doubts about the halal status of food in many restaurant premises and this halal logo plays an important role in gaining the trust and confidence of the public (Halim et al., 2019). It is means, respondents have an obligation towards halal logo. Then, the next question is about did entrepreneurs know the real halal logo and it linked with Jabatan Kemajuan Islam Malaysia (JAKIM)'s halal logo is one of the symbols of halal compliance that known around the world (Majid et al., 2015). They know the real halal logo because JAKIM's halal logo is the one symbol that everyone know. Lastly, the final question from this section is about is this an recognized halal logo and the 15 respondent's answer is yes and it linked with the (JAKIM) halal logo that provided by JAKIM/ JAIN/ MAIN and it consists of the following elements to required such as:

a) An eight-cusp star in the middle of a circle.

b) The Arabic word " "in the star's core.

c) Below it, the word "HALAL" in Roman alphabets.

d) The word "Malaysia" written in Roman and Arabic alphabets within the logo's

circular shape 19

e) To distinguish the Roman alphabets, two little five-cusp stars are placed from the specified Arabic term.

Section B is about regulation and it have 4 question need to answer from respondent which is first does the restaurant owner meet halal logo compliance requirements. The 15 respondent said yes and it linked previous study which is with halal status is a must have in food, product, Muslim business and others because to ensure that they are follow the compliance of halal from (JAKIM). It is means, they should obey to compliance of halal logo in their restaurant. Other than that, it also linked with other two past researchers which is if JAKIM gives halal logo to the owner business, it is means that their business complies with the syariah that has been set out from JAKIM (Hasan & Hanif, 2017). Once the owner business gets the halal logo from JAKIM, it necessarily displayed to the premise or in food packaging (Halim et al., 2019). It is means, overall the respondent meet halal logo compliance requirement. Next question, is the halal certificate legally obtained by the restaurant owner and almost 12 respondent answer no and others said yes. It is means, there are still have the owner of the restaurant did not get the legally certificate. It is linked with other issues that related with misuse halal logo is premises did not ever apply to registered halal logo (Halim et.,al 2019). It is means, there are some restaurant did not have the legally certificate from the JAKIM.

After that, the next second last question is has this restaurant exploited the halal logo to attract the customers. The result is, 4 respondent answer yes and others answer is no. It is linked with previous study which is according to (Razali et al.,2017) some restaurant owners exploit the usage of the halal logo in their premise It is means, it still have restaurant exploit the halal logo for using their own benefits.

Last question is, does the owners know the procedure to apply license and halal logo and overall respondent answer is yes. It is linked with the two past researcher which is, it necessarily displayed to the premise or in food packaging (Halim et al., 2019). According to Majid et al,2019 the premises can use the logo legally in their premise and in their packaging products. It is means, the owner of the restaurant know how to apply the license and halal logo to their business and know what to do after get the license and halal logo.

5.3 RESEARCH FINDING

In this chapter, the researcher presents the findings of the study and its discussion. Findings were obtained from data collected to answer the study problems. the researcher also presented about the misuse of the halal logo by restaurants, which caused the use of the halal logo to be taken seriously by all communities.

A. FINDINGS

In conducting this research, researchers have collected data via google form which has been sent via WhatsApp to the restaurant in Seremban to answer and has 15 restaurants. In this chapter, the process of analyzing data to obtain study information. The researcher conducted via google form to make the restaurant operators comfortable and provide accurate information. For more information, the researcher explains in the discussion.

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B. RESPONDENT DATA.

The researcher conducted interviews with 15 respondents. The question is divided into 3 parts namely A, B, and C. For part A which is knowledge. Part, B is regulation and part C is a recommendation. From the various questions that have been given to entrepreneurs in the use of halal logos. The questions given are questions that will provide detailed information to ensure that the question can be answered. The researcher was able to analyze the data through the answers of respondents from 15 restaurants in obtaining accurate data and findings of the study as below.

Table 1 : An awareness of Halal Logo In Restaurant

No	Findings of Theme	Respondent's Transcription
1	Knowledge	'Ya faham, kerana pernah menghadiri kursus tentang logo halal' All 15 respondents understood does entrepreneurs deeply understand about halal logo. Out of 15 respondents, the researcher chose respondents 10, namely Mohd Raziz bin Sharim Shukur who is the owner of Ramzia Kitchen New restaurant. The researcher chose him because he had the right answer to meet the researcher's question. He stated that he had attended a halal logo course. This shows that the management attaches great importance to the concept of a halal logo in their business.

2	Regulation	A total of 15 respondents, 4 respondents said yes this restaurant exploited the halal logo to attract the customers. Out of 15 respondents, the chose respondents 11, Mohd Zaidi Bin Abdul Nasir, 28 years old. He is the staff of Restoran Victory. The researcher chose him because he was answer yes for restaurant exploited the halal logo to attract the customers. This indicates that the restaurant is using the halal logo incorrectly to gain customers and profits. This action is wrong and violates the conditions set by JAKIM

5.4 LIMITATION

Limitation is act of something that have its own limit such as period of time. In conducting this research study, researchers has faced limitation such as limited time, trust issues and limited respondent.

5.4.1 LIMITED TIME

Limited time is one of challenge that researchers have faced during conducting this study. For example, researchers experience time constraints to get feedback from respondents because they did not answers the questionnaire right after the google form was distributed to them. Besides, some of targeted respondents was did not answers the phone

calling which caused researchers wasting their time to make a phone call to replace and find another respondent.

5.4.2 TRUST ISSUES

Besides, researchers also faced trust issues challenges which is some respondent have answers the phone calling but did not answers the questionnaire after they received the google form. This has caused researchers wasting their time to wait for feedback from respondent that not answer the questionnaire because they have trust issues among reseachers. Some of respondents thought the researchers was scammer and just end the phone calls without listen first an explanation from the researcher.

5.4.3 LIMITED RESPONDENTS

Due to reseacher's targeted respondents, it is only to owner and staff of the cafe in Seremban Negeri Sembilan. It is quite hard for researchers to reach out the respondents eventhough only 15 respondents needed for this research study. This is because, some of respondents could not give their fully coorperating.

5.5 RECOMMENDATION

Based on the problem found in this case study, the researcher has listed some suggestion or recommendation to be described in chapter 5 according to misuse halal logo in restaurant at Seremban. The issue of halal is a sensitive for Muslim consumers in Malaysia, therefore control, monitoring and special care have been enforced with appoint somebody responsible for looking after it.

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The concept of halal food industry that has been set by Jabatan Kemajuan Islam Malaysia (JAKIM) is in line with the concept of halal in Islam, it even meets the conditions halal in food preparation. There are two recommendations has suggested by the researcher. The recommendation also had agreed by the 15 respondent from the owner and the staff of restaurant in Seremban, Negeri Sembilan.

The first recommendation or suggestion is the restaurant need to display the halal logo to gain customers confident. Almost 64.7% which is 11 respondents was answer strongly agreed for this recommendation. It is means that, the respondent thought it is compulsory to display the halal logo after get the certificate and halal logo from JAKIM and the owner cannot display the fake halal logo into the premises because it does not allow in the law. If the owner displays the legally halal logo in the premises, their customer will feel safe to eat at their restaurant.

The second recommendation is, the JAKIM should tighten the enforcement of the Halal logo in every restaurant. Almost 52.9% which is 9 respondents was answer strongly agreed for this recommendation. This is because, wants to improve the law and halal related enforcement so that the problems and issues regarding halal and haram can be overcome by consumers. It was describing the needs and the importance of the halal act as well as its challenge from a long term point of view and current needs besides commenting on the enforcement of the halal logo and existing legal provisions in Seremban. The administration of halal related laws in Malaysia is consistent with legal and regulatory methodologies related to halal food according to the Islamic perspective. This shows that law and enforcement are relevant halal conducted in Malaysia has had a proper and good foundation yet at the same time still needs some improvement to further strengthen such enforcement.

5.6 SUMMARY

In this chapter had covered about research finding, limitation and recommendation. The chapter started with finding and end by recommendation for this research study.

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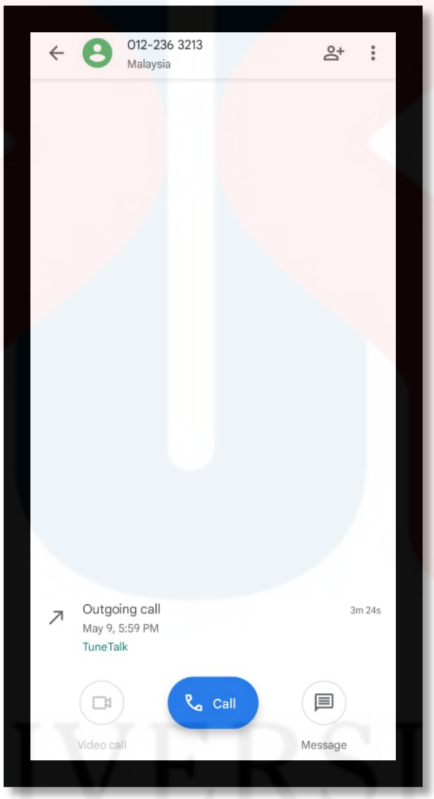

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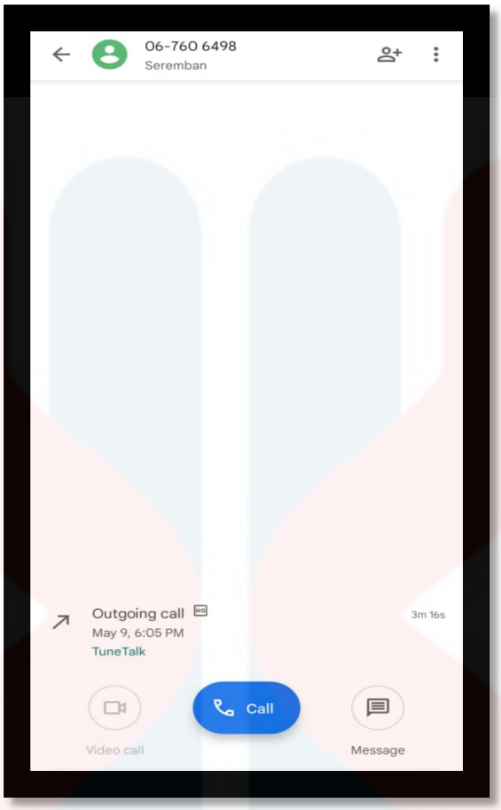

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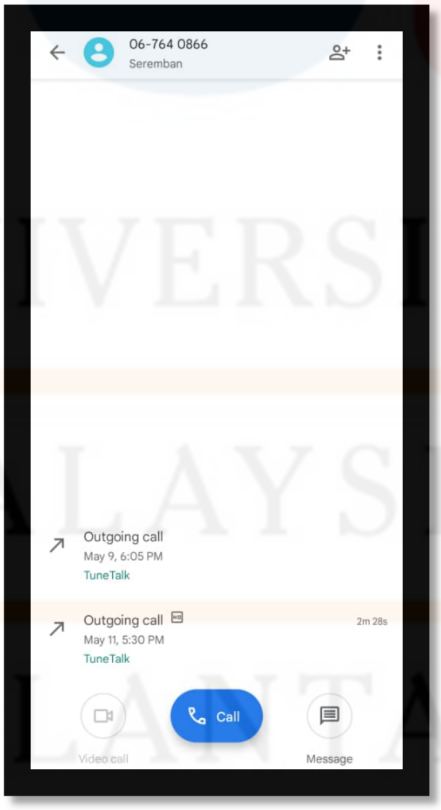

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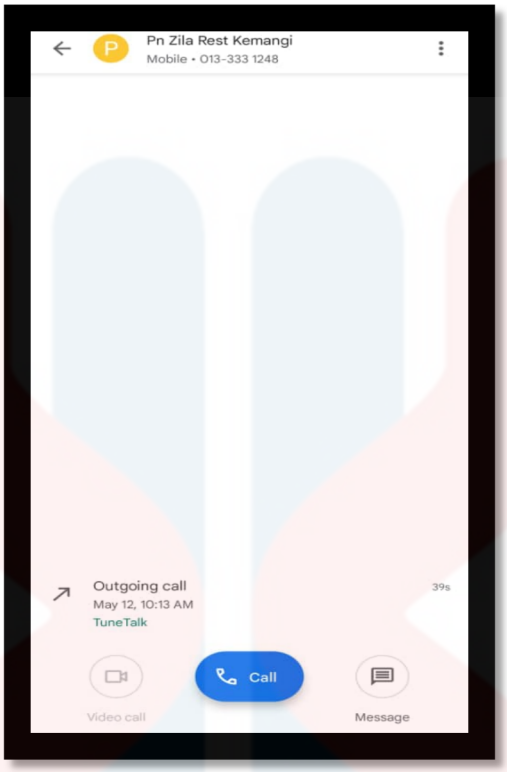

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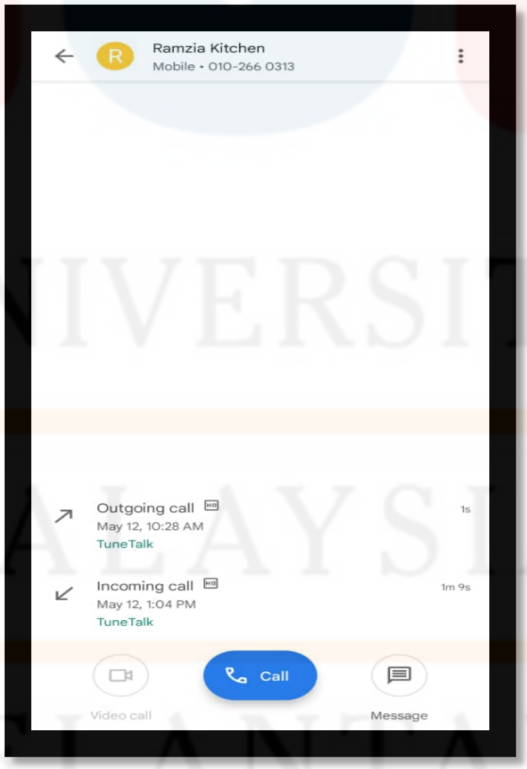

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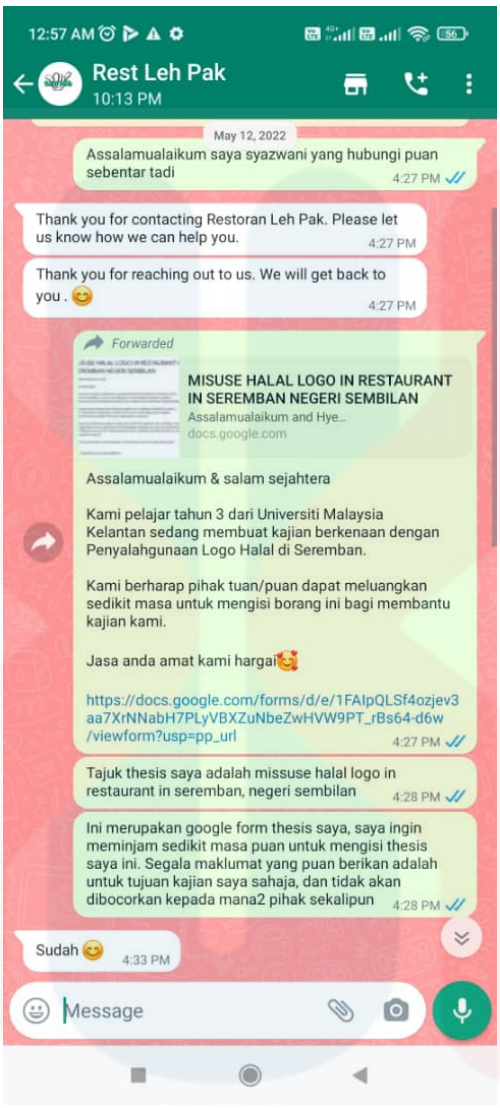

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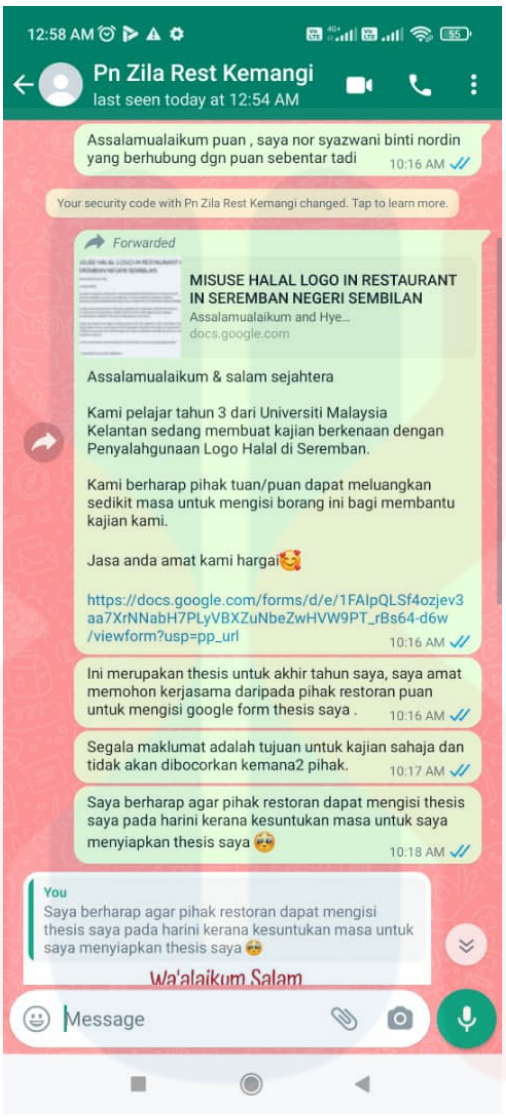

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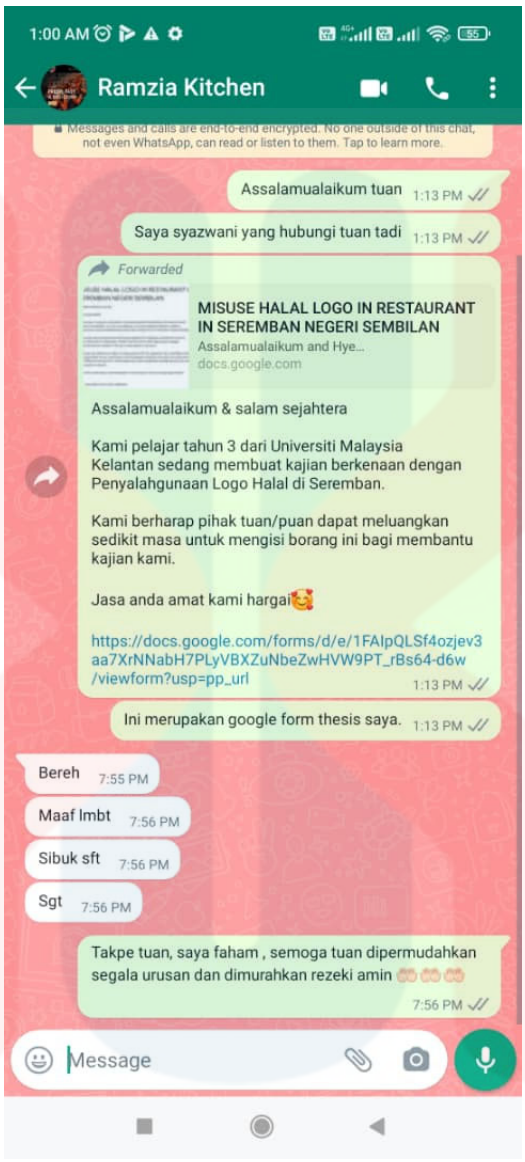

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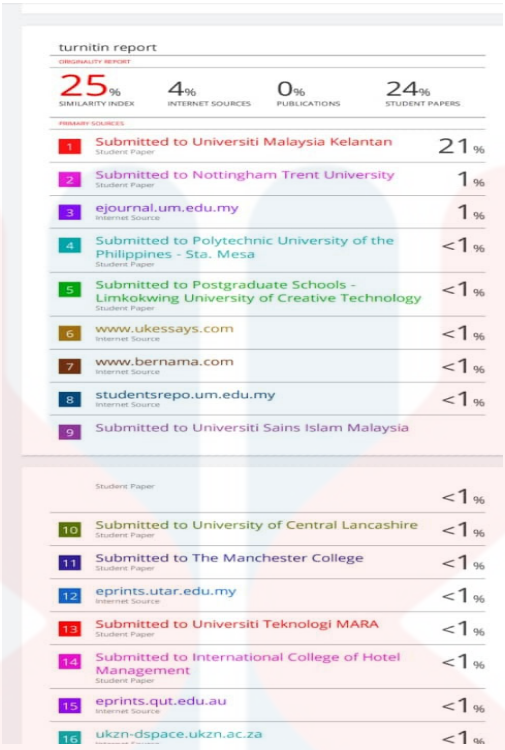

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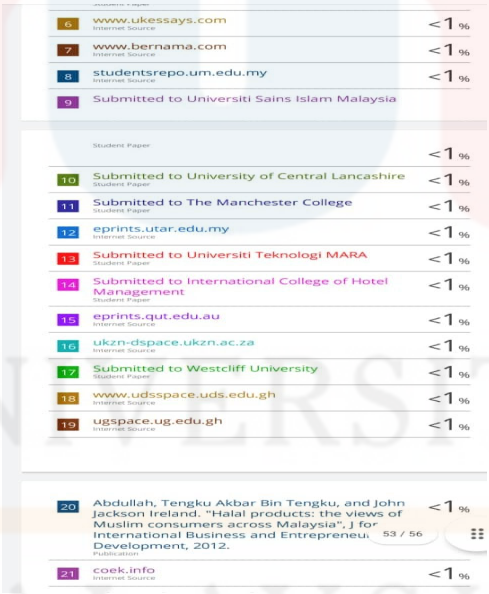

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