

Research Article

Halal Vocation Game: A Career Knowledge Transfer

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Abstract: Halal industry ecosystem is a network of components involved in the growth cycle and delivery of Halal products or services that contribute to overall socioeconomic development. Each component of the ecosystem has its own distinct activities that are interconnected to improve the Halal industry's sustainability. According to the Halal Industry Master Plan 2030, halal talent is an important component in supporting the development of a comprehensive Halal ecosystem in the future through the alignment of the occupational framework. However, it is widely assumed that halal talent represents halal executives and halal auditors who are only available to Muslims (Malaysian Halal Certification Procedure Manual (Domestic), 2020). Many people are unaware that there are numerous job opportunities in the halal ecosystem, such as laboratory analysts, auditors for laboratory accreditation who conduct sample analysis, standardization committees, and consultants, all of which are open to people of all religious backgrounds. As a result, IFFAH took the initiative to create a digital gamification game called "Halal Vocation," which is an edutainment game that promotes closely related careers in the halal ecosystem while also empowering halal consumerism knowledge suitable for students and the community.

Keywords: Halal Vocation Game; Halal Ecosystems; Careers in Halal; Halal Talents.



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1. INTRODUCTION

Halal market is no longer limited to the food sector; it has expanded to include cosmetics and pharmaceuticals, toiletries and medical devices, as well as service sector components such as logistics, marketing, print and electronic media, packaging, branding, and financing, among others. The concept 'halal' is also associated with the concept 'Thoyyiban,' which means good. Thus, halal refers to anything that is permissible in Islam and beneficial to humans (Harun et al., 2021). The incorporation of ethical values alongside religious values broadens the halal industry's boundaries beyond the 2.8 billion Muslim consumers to include non-Muslim consumers around the world (Azam & Abdullah, 2020). Non-Muslim consumers accept it as a lifestyle choice because of the values promoted by the halal industry, such as animal welfare, social responsibility, environmental friendliness, earth stewardship,

economic and social justice, and ethical investment. With the lack of exposure to the halal knowledge and opportunities at early stages, people are unaware that there are many job opportunities as well as a high demand for human capital that are closely linked to the halal ecosystem such as laboratory analysts, auditors for laboratory accreditation who conduct sample analysis, standardization committee and consultants who are open to individuals regardless of religious background. The aim of this study are to promote careers related in halal ecosystems and to empower halal consumerism knowledge.

2. METHOD & MATERIAL

This innovation brings a general concept like other board games that contain instruction cards, quizzes, fines, and rewards. However, there are unique features added that can attract and increase the level of excitement for players such as questions around halal consumer knowledge and careers that allow players to explore their abilities and potential towards cultivating interest in halal-related jobs based on cumulative marks successfully collected. Information on Halal education were based on mainstream education of Malaysia (Kementerian Pendidikan Malaysia, 2018), Jabatan Kemajuan Islam Malaysia (JAKIM, 2020), Pendidikan Islam Tahun 2 KSSR (Norsuhana et al., 2014) and Pendidikan Islam Tingkatan 2 KSSM (Wan et al., 2017).

3. FINDINGS

Jobs in the halal field are very broad and have many job opportunities. However, the lack of information related to employment in the halal field has discouraged individuals from entering employment in the halal field (Deuraseh & Heradhyaksa, 2020).

According to some findings, Halal talents in Malaysia are currently facing some issues and challenges. Halal talents are still relatively new in the Malaysian industry, as the Halal industry only recently began. In Malaysia, there is a lack of clear halal talent development due to poor career path development.

The development of this game board as a facilitation medium in helping people to know, understand and empower halal knowledge by stimulate curiosity and interest in knowledge and careers in the halal ecosystem. In addition, this gamification can also foster and increase the interest of people to enter the field of study and career in the halal industry in addition to reducing the perception that halal is only for Muslims.

4. DISCUSSION

The notion of edutainment is one of the possibilities that educators may use to adapt education to the demands of today's generation of learners. As a result, edutainment is best executed when educators include this platform into their lessons. Along these lines, learners are prone to the significant characteristics of 21st century learning at such a young age, which is the optimal age for comprehending everything.

Career interests serve as navigational aids. They assist you in determining the career you choose to follow in life. They allow you to be precise about the position you want to get, the work you want to undertake, and the time frame in which you want to achieve your desired or defined position. Therefore, education is the most important factor in teaching individuals the value of having career goals. It outlines what career objectives are and why they are important for personal and professional

success. Through this research, a digital interface known as Halal Vocation Game (Figure 1) is produced.

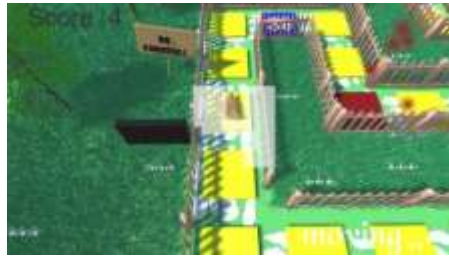


Figure 1. Halal Vocation Game

Unique features were added in order to attract and increase the level of excitement for players such as questions around halal consumer knowledge and careers that allow players to explore their abilities and potential towards cultivating interest in halal-related jobs based on cumulative marks successfully collected. Table 1 show the actual diagram in the game program.

Table 1. Actual diagram of the game.

	Description
	Game interface.
	Halal Vocation Game start page.



Play mode



Obstacle



Quiz mode



Answer mode



Results mode



Credit

5. CONCLUSION

Without a doubt, edutainment is an effective medium for obtaining Halal career information, and it is critical to expand people understanding and awareness of Halal career pathways. As it plays an important role in promoting Halal careers to not only young Muslims but also non-Muslims by giving a great deal of knowledge and information about Halal careers, that help to raise awareness about Halal career opportunities..

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