

# ISLAMIC HERITAGE

LEADS THE TRANSFORMATION OF THE UMMAH

**ISLAMIC HERITAGE**  
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*Editors*

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## *Prakata*

Sejarah warisan Islam telah memberikan impak yang cukup besar kepada perkembangan dunia hari ini. Ia bukan sahaja memberi sumbangan kepada aspek kerohanian malah turut menyumbang kepada aspek ekonomi, politik, pendidikan, sosial, kesenian, kebudayaan, sains dan teknologi. Perkembangan ini memperlihatkan bahawa pentingnya ketamadunan ilmu kepada ketamadunan dunia. Perkara ini selaras dengan tuntutan al-Quran yang menyatakan dengan jelas bahawa Allah SWT memuji sesiapa yang berusaha menuntut ilmu dan juga bertaqwa kepadaNya. Namun sejak akhir-akhir ini, sumbangan hasil pensejarahan Islam sering dipandang sepi oleh generasi muda. Sejarah warisan Islam tidak lagi dijadikan panduan dan iktibar dalam melebarkan ketamadunan ilmu Islam. Mereka lebih tertumpu kepada ketamadunan Barat yang dikatakan ‘kaya’ dengan khazanah ilmu. Sedangkan kemajuan hari ini seharusnya berlandaskan kepada ketamadunan Islam.

Penelitian atau pengkajian mengenai warisan Islam perlu direncanakan sebagai ketamadunan dunia. Idea-idea baru mengenai sejarah warisan Islam perlu diketengahkan, Oleh yang demikian, menerusi *1<sup>st</sup> International Islamic Heritage Conference* (IsHeC 2015) dilihat akan dapat membantu kepada perkembangan produksi seterusnya menjana idea-idea baru khususnya untuk memperkayakan kajian dalam bidang sejarah warisan Islam kepada masyarakat. Dengan penganjuran seminar ini secara tidak langsung membantu untuk menjalinkan hubungan antara para sarjana dalam bidang sejarah warisan Islam. Ini adalah satu cabaran dan membuka peluang baru untuk membina satu perpaduan intelektual merentas sempadan dunia.

Buku ini merupakan kompilasi diskusi ilmu antara para ilmuan yang terlibat secara langsung dalam pembentangan kertas kerja mereka dalam *1<sup>st</sup> International Islamic Heritage Conference* (IsHeC 2015) daripada pelbagai platform ilmu Islam antaranya Kesenian, Ketamadunan, Komunikasi, Pendidikan, Kewangan, Sains dan Teknologi dan lain-lain lagi. Semoga curahan ilmu melalui penulisan ini mampu memberi sumbangan dalam menambah khazanah ilmu Islam kepada masyarakat.

Editor,

*1<sup>st</sup> International Islamic Heritage Conference* (IsHeC 2015),

Akademi Pengajian Islam Kontemporari,

UiTM Melaka.

## *Kata Aluan Rektor UiTM Melaka*

Dengan Nama Allah Yang Maha Pemurah Lagi Maha Pengasih  
Assalamu'alaikum warahmatullahi wabarakatuh

Segala puji bagi Allah, Tuhan seru sekalian alam, dengan limpah kurniaNya serta keizinanNya, kejayaan penganjuran *1st International Islamic Heritage Conference 2015* yang berlangsung di Hotel Mahkota Melaka pada 11-12 November 2015, telah menghasilkan banyak kertas kerja yang amat bermutu. Justeru, buku ini mengumpulkan puluhan penulisan para ilmuan dan cendekiawan dari dalam dan luar negara untuk bacaan semua.

Pelbagai isu telah dikupas termasuklah perihal seni Islam, budaya, politik, gendar, pendidikan, sejarah, kemasyarakatan, sains dan teknologi, ekonomi, kewangan, falsafah, bahasa dan komunikasi, kedermawanan dan pengurusan. Pembaca juga akan mendapati buku ini memuatkan kajian-kajian yang komited melaksanakan usaha mengintegrasikan antara ilmu duniawi dan ukhrawi. Ini membuktikan kesegaran keilmuan tamadun Islam itu sendiri.

Semoga perkongsian ilmu ini dapat meningkatkan komitmen umat dalam memartabatkan perintah Ilahi dalam kehidupan duniawi sebagai jambatan ukhrawi. Sekaligus ia bakal memberi manfaat pada alam sejagat.

Pihak UiTM Melaka merakamkan setinggi-tinggi tahniah dan ucapan terima kasih atas segala sokongan dalam bentuk material, tenaga dan sebagainya dalam merialisasikan seminar ini. Buat semua penaja yang telah memberikan sumbangan kepada wacana ini, sekalung penghargaan diucapkan. Semoga seminar dwi tahunan ini akan terus diperkasakan demi mengangkat martabat umat melalui kecemerlangan tamadun Islam yang diakui telah terbukti diseluruh jagat.

Sekian, terima kasih. Wassalam

**PROF. MADYA DR MOHD ADNAN BIN HASHIM**

Rektor ,  
UiTM Melaka.

## AN ADVERTISING MEDIA: THE RELATIONSHIP OF ADVERTISING MESSAGE, IMAGE AND LANGUAGE USAGE TOWARDS SENSITIVITY IN ISLAMIC PERSPECTIVE

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### ABSTRACT

*As the world is becoming more unwrap and increasingly globalized, the portrayal of certain products and services in advertising media has inflict the sensitivity of the main religion in Malaysia to be touched. This issue has evokes dissatisfaction in society and indirectly affects the credibility of the advertisers. Print advertisement is an interesting issue to be discussed on especially in the perspective of promoting the healthcare products and services towards Muslim society in Malaysia. This research paper attempts to study on the elements in offensive print advertisements and the unethical advertising appeals being used in printed media in Malaysia that can violate Muslims' sensitivity. This study uses quantitative approach in which 100 student in Universiti Teknologi MARA (UiTM) Melaka will be randomly selected as the sample to participate in the self-administered questionnaires. The expected findings will indicate that those with high religious belief differ in terms of their level of offensiveness towards print advertisements from those of lower level of religiosity. Therefore, the advertising media should be concerned in any elements that could jeopardize their ethicality in producing print advertisements and prioritize the sensitivity off all religions in Malaysia.*

**Keywords:** *Print advertisement, Offensive advertisement, Muslims sensitivity, Healthcare products, Message*

### INTRODUCTION

Islamic perspective in media world nowadays had been discussed widely in many areas. However, elements of Islamic values and ethical standard from Islamic perspective in advertising are limited as a research topic in many Islamic countries. In order to stabilize the marketing practices and maintain the harmony within a people from different religion, researchers explore the value and ethical standard of advertising from Islamic perspective to uphold the ethical practices itself. Advertisement can be defined as an announcement of a public nature where advertising in the free market and corporate world is essentially aimed at persuading consumers to buy certain products and services (Mustafa K. Anuar, 2014). The standard guideline in Malaysia for advertisement content is guided by The Malaysian Communications and Multimedia Content. This guideline does list down all ethical standard related with any types of media content. However, the guideline limited for standard practice and not focusing on ethical standard from Islamic perspective. As for this concern, this research paper discussed three main variables of content in advertising which are misleading messages, images and language from Islamic perspective. Quantitative survey was conducted in *Universiti Teknologi MARA* Alor Gajah, Melaka. Analysis of data was run in SSPS to analyze the relationship between sensitivity of Islamic value and ethical standard with three main variables in the advertisements. Finding from this research will contribute to the knowledge of advertng from Islamic perspective and benefited the society, marketers, consumers and a country as whole.

## PROBLEM STATEMENT

There are many print advertisements that are uncontrolled violating the ethical guidelines stipulated in the advertisement code of ethics affecting the role of the advertising in delivering healthy messages. The researcher will focus on the content messages, improper images and language, used in the print advertisements that are shown in Harian Metro and Mingguan Wanita.

Secondly, some of the organizations like tobacco, alcohol, slimming or beauty products are persuading the consumers into buying their products that are hazardous to human's health. This is causing the people to be influenced by the ill, deceptive, puffery and misleading messages that lead to destruction and effects to one's moral or their health at large. Lastly, knowing that the advertising is a source that has great power in attracting and influencing the consumer in choosing and making their decision to purchase the products, stringent regulations or restrictions should be imposed or uphold for all companies in monitoring and curbing any misleading messages so as to ensure a healthy messages being delivered to the readers of the printed medium.

## RESEARCH OBJECTIVES

**RO1 : To determine whether there is a relationship between content, image and language with Muslims sensitivity.**

**RO2 : To determine which of the independent variables that influence Muslim sensitivity the most.**

## METHODOLOGY

The aim of this study is to identify the Gen Y point of view towards the advertising and Islamic perspective. A set of likert scale questionnaire were distribute to the student of school of business studies at UiTM Alor Gajah, Melaka campus by using quota sampling based on their semester. The questionnaire were consist of 3 parts. Part A is about respondent profile, Part B is about the 3 independent variable and Part C is about the advertising from Islamic perspective. The researcher uses extensively the Statistically Performance for Social Science (SPSS) software version 22.0 to analyze the data obtained from the questionnaires. From the SPSS, the reliability, descriptive statistics, correlations and regression are used to explore the data collected as well as to summarize them. The mean, range, standard deviation and variance in data will give the researcher a good idea of how the respondents have reacted to the items in the questionnaire and how good the items and measures are are. The data will give an ideas depends on how the scales are and as well as how well as coding and entering the data (Sekaran, 2003).

## LITERATURE REVIEW

### Muslim Sensitivity in Advertising

In Islamic perspective, deceptive advertising should be avoided as according to a *Saheeh Muslim*, "...and he who deceives us is not one of us." According to Rice and Al-Mossawi (2002), deception has been defined by the Muslim jurists as hiding defects which are not important to the public in general. Exaggeration in advertisements, whether through metaphor or embroidering a description is considered as a form of deceiving which should be taken into account by advertisers. Exaggeration is permitted only if the exaggeration is extremely obvious. In a study conducted in the Persian Gulf States by Kavoossi and Frank (1991) found that the advertising is lack of exaggeration compared to that in American advertising and the highlight was more on the quality, long-lastingness and overall integrity of the goods and the seller instead.

There are a few elements that could be followed as a guideline in implementing advertising based on Islamic principles. The first element is subliminal message in which



advertisers should avoid from crafting a form of messages that is under the normal level of consciousness so that the society would not be influenced with it and fall in a state of unknowingly accepting the message. Another element is social exploitation in which advertisers should not exploit kids, women and the elders through improper image portrayals in advertisements (Mohd Helmi, 2009).

Besides, unethical advertising is regarded as spreading inaccurate information about a product or service being offered, and irresponsibly exaggerating it. Unethical advertisements not only deceive the adults but also detrimental to the younger generations, encouraging them to be spendthrift by spending on unnecessary items (Mohd Helmi, 2004).

In Islamic context, it should be taken into account that harmful goods and services such as cigarettes, drugs and medicines, and also food that is unclear in terms of its health, polluting the environment or damaging the greens should be rejected as stated by Mohd Helmi (2009).

### **Generation Y and Controversial Advertisement**

Generation Y (Gen Y) are those born between the year 1981 and 2000 (Ting and de Run, 2012) and the name is derived from the generation that preceded them which is Generation X. Generation Y is often referred as echo boomers since they are the children of baby boomers, and also called as millennials, internet generation, iGen, and net generation as they grew up in a digital media-saturated world of computers, mobile phones, compact discs (CD), Game Boy, PDAs, email and the World Wide Web (Weiland, 2007).

Studies focusing on Gen Y's attitudes toward advertising have been conducted to date, as the oldest of this generation is 30 in 2015. A research done in 2004 studied on ethicality of sexual and fear appeals in advertising has found that Gen Y college students mainly females are predominantly sensitive to sex appeals (Weiland, 2007).

Gen Y is generally sensitive towards controversial products advertisements and has shown greater sensitivity to a variety of reasons as to why the advertising of products are controversial. Female contraceptive and hygiene products are found controversial in both generations X and Y. This is due to the products which are still perceived as something sensitive and secretive at present. Moreover, religion must have played a vital role as Muslims, along with other religious groups, and continue to uphold modesty in their religious teachings (Ting and de Run, 2012).

Amusingly, regardless of the fact that the advertising of alcoholic products, condoms, and gambling is becoming more visible as a result of the media advancement, generations X and Y still regard them as controversial, with Gen Y finding them to be more controversial. This is most possibly because Muslims, made up the highest percentage of religious group in Malaysia population, recognizing Shariah laws, and the citizens are becoming even more aware of the law and regulations enforced by Malaysian government to safeguard these advertisements (Ting and de Run, 2012).

### **MISLEADING MESSAGES (CONTENT) IN ADVERTISEMENTS**

Ethical issues that are related to advertising content include the use of informative versus emotional, persuasive advertising (Rotfeld, 1989; LaTour and Zahra, 1989) and sexual appeals (Boddewyn, 1991; LaTour and Hawthorn, 1994), advertising to children (Kunkel, 1988) and minorities (Hacker et al., 1987). Besides that, an issue is whether severe restrictions should be placed on the advertising on harmful products like cigarette, tobacco and liquor beverages.

The advertisements on cigarette, tobacco or alcoholic beverages are lure advertisements that will attract the readers or potential buyers to consume it. Thus, the appealing messages will be indirectly serve to persuade by showing that is cool and stylish to smoke attracting the readers to buy and consume nevertheless it is clearly stated that smoking and consuming alcohol are hazardous to person's health.

### IMPROPER IMAGES PORTRAYAL IN ADVERTISEMENTS

The most common depiction of improper images in advertisement is related to women exploitation in which the idea of a woman's self-worth is negatively affected by advertising images such as sexy images of decorative models that reaffirm standards of beauty which are unattainable by developing a female 'beauty-myth' resulting in problems for women including low self-esteem, extreme dieting and eating disorders (Saad, 2004).

In addition to that, a study by Norulhuda Tajuddin *et al.* (n.d.) Proven that some advertisements such as the Coffee Mix Super Power and also 101 Hair Care had offended both men and women audience due to the sexist images in that particular advertisements which have indirect relation to the position of husband and wife together in bed. Another advertisement using sexist images is D'Folia Coffee advertisement which was identified with the highest level of offensiveness in which it highlights the female actress body more than the ingredients benefit inside the instant coffee itself which more important to be exposed to consumers.

### INDECENT LANGUAGE

Unethical usage of language in advertisement is not a minor issue since it has been discussed widely in many researches. In research conducted by Lawlor and Prothero (2008), she mentioned about advertising literacy where it refers to one's ability to read a text in advertisement in order to find a meaning and understand advertising. When marketers or advertisers use a language or text that unethical or in this research paper that looked at Islamic sensitivity value, those kind of language will effects the emotions, feelings and thought of society.

In other research on offensive advertising, it is stated that offensive advertising is a context sensitive where it is related with two dimensions, which are subtleties of relational and situational context.

*"Whether a word or an image is perceived to be offensive depends on relationship between parties involved and the occasion or situation where it is exposed".* (Kara Chan and Lyan Li, Diehl, Terlutter, (2007).

From this research, language usage plays an important role to influence the way people think towards certain information. It also depends on the acceptability of society based on culture, religion and nation towards advertising content. For some religion, it is acceptable to use language that they find sensitive. For others, were not. They tend to feel sensitive and not comfortable when advertisers use certain types of words that related with sensitivity of the religion itself.

### ANALYSIS AND FINDINGS

The frequencies table is the arrangement of statistical data in a row and column format that exhibits the count of responses of observation for each category assigned to a variable.

Table 4.7 : Frequency Analysis of Respondents' Background

	ITEM	FREQUENCY	PERCENTAGE (%)
GENDER	MALE	39	30
	FEMALE	92	70
SEMESTER	1	27	20.6
	2	25	19
	3	26	19.8
	4	24	19.08
	5	29	22.13
TOTAL		131	100

640

## 4.2.1 All variables (Dependent variable and Independent variables)

Table 4.3 : Analysis For All Variables

RELIABILITY STATISTICS	
Cronbach's Alpha	N of Items
0.858	15

Referring to the Table 4.3 above, the Cronbach's Alpha for this study is 0.858 which means that the result of this research paper is reliable as it is more than 0.8. Therefore, the outcome is good and can be used to **recognize the factors that influence consumer purchase intention among GEN Y.**

## 4.2.2 Independent variables

Table 4.4 : Analysis For Independent Variables

RELIABILITY STATISTICS		
Variable	Cronbach's Alpha	N of Items
Content	0.843	4
Image/message	0.874	4
Language	0.765	4

Table 4.4 indicates the reliability statistics for the independent variables used in the study. The result shows that the Cronbach's Alpha for the first independent variable which is content is 0.843 which indicates it as a good value. Next, the value for image factor variable is 0.874 which indicates it as a good value as well. As for the third independent variable, language factor, the value obtained is moderate value as the obtained Cronbach's Alpha is 0.765. Therefore, it can be said that all the values obtained for independent variables are reliable.

## 4.2.3 Dependent variable

Table 4.5 : Analysis For Dependent Variable

RELIABILITY STATISTICS	
Cronbach's Alpha	N of Items
0.758	3

Table 4.5 shows that the reliability statistics of the dependent variable of the research which is Muslim sensitivity. The above result indicates the Cronbach's Alpha for 3 items under the dependent variable and the value obtained is 0.758. It is still considered as in the range 0.7 to 0.8, thus this indicates that this variable is moderate to influence.

**Research objective 1 (RO1) : To determine whether there is relationship between content, image and language with Muslims sensitivity.**

Table 4.9 : Pearson Correlation Coefficient Between Independent Variables  
And Dependent Variable

		Content	Image/message	Language	Sensitivity from Islamic perspective
Content	Pearson Correlation	1	.92	.244**	.332**
	Sig-(2-tailed)		.193	.000	.000
	N	131	131	131	131
Image/message	Pearson Correlation	.902	1	.625**	.595**
	Sig-(2-tailed)	.193		.000	.000
	N	131	131	131	131
Language	Pearson Correlation	.244**	.627**	1	.538**
	Sig-(2-tailed)	.000	.000		.000
	N	131	131	131	131
Sensitivity from Islamic perspective	Pearson Correlation	.332**	.595**	.538**	1
	Sig-(2-tailed)	.000	.000	.000	
	N	131	131	131	131

\*\* Correlation is significant at 0.01 level ( 2tailed )

The Table 4.9 above shows the SPSS 22.0 output for Pearson Correlation Coefficient between the three independent variables (content, images and language) and dependent variable (Muslim sensitivity).

The results from the data analysis in the above table shows that there is a significant relationship between content factor and Muslim sensitivity ( $r = .332$ ,  $p < 0.01$ ). Besides that, the result presented in the Table 4.9 also indicates that image factor and Muslim sensitivity is significantly related to each other ( $r = .595$ ,  $p < 0.01$ ). As for language factor, the data shows that language and Muslim sensitivity is positively correlated with each other ( $r = .538$ ,  $p < 0.01$ ). Overall, the value for Pearson Correlation of independent variables lies on the range value of 0.31 to 0.70 which indicates that they have moderate relationships with the dependent variable.

### Multiple Regression Analysis

Multiple Linear Regressions is one technique for measuring the linear association between independent and dependent variables. It become as a subsequent after the correlation coefficient measure. Although regression and correlation are closely related, regression assumes the dependent variable is predicatively linked to the independent variable. In this study, there are more than one variable thus multiple regression is used to analyze as well as to find out the best result among the variables and to see which is the most significant.

**Research objective 2 (RO2) : To determine which of the independent variables that influence Muslim sensitivity the most.**

Table 4.15 : Summary of Regression Analysis

Model Summary			
Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>
1	.680	.462	.451

a) Predictors : (Constant) content, image, and language

b) Dependent Variable : Muslim sensitivity

Based on the Table 4.15 above, it shows how dependent variable is explained through the multiple regression analysis. The model summary shows that the R square (R<sup>2</sup>) is 0.462 or 46.2% which indicates 46.2% of the dependent variable which is Muslim sensitivity is influenced by independent variables of this study which are content, image, and language.

Table 4.16 : Coefficient Regression Analysis

Independent Variable	Beta	T	Sig
Content	.167	2.697	.008
Image/Message	.417	6.034	.000
Language	.159	2.208	.028

The Table 4.16 shows the relationship of each Independent Variable (content, image and language) with Dependent Variable through the regression analysis method. Image has the higher Beta value that is 0.417, followed by content factor which is 0.167, and then, language factor with the value of Beta of 0.159. Beta is used to determine the factor that most influenced on the relationship between content, image and language and Muslim sensitivity. The higher the Beta value, the higher the significant of the variable.

And to check whether the variable is really significant or not, the value of significant should be less than 0.05 ( $p < 0.05$ ). According to the result from the table above, the significant value of content is, 0.008, image is 0.000, and language is 0.028. Hence, it can be concluded that all the independent variables have significant relationships with the dependent variable as their values are below 0.05. But the variable that influences Muslim sensitivity the most is language factor since it has the highest Beta value as well as the lowest significant value than others which is 0.000.

Table 4.17 Anova

Anova					
Model	Sum of Square	Df	Mean Square	F	Sig.
Regression	27.962	4	6.991	41.898	.000
Residual	32.535	195	.167		
Total	60.498	199			

a) Dependent Variable : Consumer Purchase Intention

b) Predictors : (Constant), product, price, place, promotion

The table above shows reports on ANOVA which assesses the overall significance regression model. The ANOVA table is presented in order to support the result of regression analysis and to strengthen the fact of the result of this study. Thus, based on the table shown above, it has indicated that the result of this research is significant as the p-value is 0.000, which is lower than 0.05

## CONCLUSION AND RECOMMENDATION

Based on the results, the image of the advertisements highly influence the Muslim sensitivity with the value of cronbach's alpha of (0.874) while the content/message of advertisement that influence on Muslim sensitivity is (0.843) and followed by language in advertisements which is (0.765).

Even though the respondents are generation Y, it does not portray the image for the whole generation Y. Different environment played a vital factor that affect respondents attitude towards advertisements. Individuals in the busy environment like urban area or city could behave in a different manner compared with this sample. This study was conducted at UiTM Melaka therefore, it could not represent other people in big urban city where the style, trend, quality of life, understanding and approaches are different.

For future research it can be suggested that other variables can be added on the current variables which are message, image and language. As for the sample size, not only it can be extended to a larger group of respondents but also to other target groups.

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