

UNIVERSITI TEKNOLOGI MARA

**A STUDY OF VISUAL COMMUNICATION IDEAS
IN TELEVISION FAST FOOD ADVERTISING
PORTRAYING ISLAMIC VALUES:
THE KUALA TERENGGANU TELEVISION
VIEWERS' PERSPECTIVES**

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Thesis submitted in fulfillment of the requirements

for the degree of

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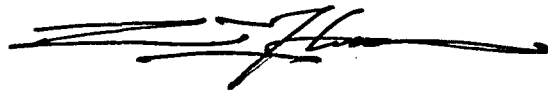
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ABSTRACT

Islam is a way of life. It is a complete guide for the mankind to follow. Allah says in the Holy Al-Quran, “Today I have perfected your religion for you, completed my favor upon you and approved Al-Islam as a Deen (*way of life for you*)” (*Surah 5 - Al-Ma'idah* : Verse 3). Malaysia, with the majority of the population are Muslims, has legitimized Islam as a national official religion which is documented in the Constitution of Malaysia. Thus, all are responsible to ensure that Islamic values are always unopposed.

Television fast food advertising that gives a big contribution towards the economic growth of Malaysia always make consumers uncomfortable. The Federation of Malaysian Consumers Associations (FOMCA) has gathered many public complaints about the inappropriateness of television fast food advertising. In 1999, Yasmin Ahmad used to say that some of our advertisings are a reflection of “a society in Paris”.

In relation to the scenario, the researcher has carried out a study on how visual communication ideas of television fast food advertising portraying Islamic values can fulfill consumers' expectation in order for them to appreciate visual communication ideas of television fast food advertising.

The research has undertaken explanatory case study. The consumers' expectation have been surveyed and identified. The related Islamic values pertaining visual communication ideas of television fast food advertising have been identified and confirmed by related Islamic authorities. Views from leading advertising professionals supported the research. Samples of television fast food advertisings have been observed.

It was found that the consumers expectation are in accordance with Islamic values whereas, there are executions of visual communication ideas in television fast food advertisements that do not adhere to the characteristic of Islamic values. Though sometimes, there are elements of Islamic values unintentionally portrayed in the advertisements. If the portrayal of visual communication ideas of television fast food advertising fulfills the consumers' expectation which is in accordance with Islamic values, surely the advertising environment in Malaysia will be more pleasant and beneficial to all. Definitely it will significantly contribute towards the success of Malaysia's Vision 2020.

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