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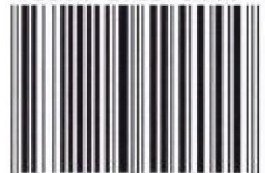
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DO WE RECOGNISE THE HALAL LOGO?

Sitti Aminah Baharuddin
sittiaminah@uitm.edu.my
Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah

Shazwani Mohd Salleh
shazwani065@uitm.edu.my
Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah

Berlian Nur Morat
berliannur@uitm.edu.my
Academy of Language Studies, Universiti Teknologi MARA Cawangan Kedah

ABSTRACT

The purpose of this paper is to review the halal certifications approved by JAKIM. There are currently 85 certification bodies recognised by JAKIM. The government should take the responsibility to introduce and promote the different halal logos to the public as to create awareness about the fake and unreliable ones. This is to avoid misunderstandings and doubts, as well as to educate the public about the halal certification logos that have been recognised by JAKIM.

Keywords: Halal, Logo, JAKIM,

INTRODUCTION

Halal is an Arabic word that means “permissible” or “lawful”. More specifically, halal indicates “pure food” in regards to meat which is obtained by following Islamic practices such as ritual slaughter and pork avoidance (Fisher, 2011, p:1). As stated by Alqudsi (2013), a Muslim’s diet should consist of food that is not only halal and Syariah compliant, but also ‘toyyiban’ which means wholesomeness in that it is healthy, safe, nutritious, and of good quality. Recently, Muslim consumers are paying more attention to issues related to halal especially concerning halal foods and products for consumption. Accordingly, halal certification is the most crucial part in entering the Halal market. It is essentially the affirmation to all Muslim consumers worldwide, because it fulfils the Sharia law, which is a must for all Muslim population. Furthermore, the halal certificate assessment process is strict. According to Halal Development Centre (HDC), all the operators who want to be certificated must comply with Good Manufacturing Practice (GMP) and Hazard Analysis Critical Control Points (HACCP) requirements. This strict assessment process to get the halal assurance products reflects the quality of products with halal label. However, there have been concerns about the halal-related issues such as misuse of halal certificate (fake) and logo, inappropriate placement and mixing of halal and non-halal products, as well as lack of unified halal guideline for the global uses (Sulaiman, Noordin, Noor, Suhaimi, & Isa, 2018).

GLOBAL HALAL MARKET

The global halal market, valued at 1294.5 million USD in 2020, is expected to reach 1911.3 million USD by the end of 2026, rising at a CAGR of 5.7% during 2021-2026 (Global Halal Market, 2020). Growing at an estimated annual rate of 20%, the industry is also the fastest growing segment in the world. Global halal market of 1.8 billion Muslim people is no longer limited to food and food related product. The industry is now expanding to pharmaceuticals, cosmetics, health product, toiletries and medical devices, as well as service sector component such as

logistic, marketing, print and electronic media, packaging, branding and financing. With a growing population of affluent Muslims, the halal industry has expanded into high-end lifestyle offerings which encompass halal travel, hospitality services and fashion (Aizat, Shirwan, & Zuhani, 2018). This growth is mainly driven by the change in attitude among Muslims consumers, as well as the ethical consumer movements at an international level. In global halal market, the increase in the number of Muslim populations brings much impact to its development. Correspondingly, as seen in Table 2.1, in 2030, the Muslim population in the world is expected to experience an increase of 30% from the world population (Pew research, 2015).

The Future of World Religions:
Population Growth Projection, 2010-2050

Years	Population Estimate	% of world's population
2010	1,5999,700,000	23.35
2020	1,907,110,000	24.9
2030	2,209,270,000	26.5
2040	2,497,830,000	28.1
2050	2,761,480,000	29.7

Source: Pew Research Centre (2017)














Asia Pacific and Middle East are the two strongest halal markets because of the large Muslim population. However, due to lack of resource and expertise, the two regions have been exporting halal product from other countries such as New Zealand, Thailand and Malaysia. The value of halal market for Asia is worth around USD 418.1 and about USD 155.9 for Middle East (Dinar Standard, 2018). The predicted rise in global Muslim population also means an increase in the demand for halal products, acknowledging the importance of the halal market.

MULTIPLE HALAL LOGOS
















As far as the researcher's knowledge, standardised halal logo and halal certification are currently unavailable. Depending on factors such as location and level of halal understanding itself, they could be released and issued by government agencies, private associations or even by mosque congregations (Halal Focus, 2015). Consequently, the variation of halal logos has brought doubt and suspicion to users mainly Muslim consumers. Moreover, each of the certificate issuer has a different Islamic ruling and process mainly the differences of opinion in slaughtering of animals such as poultry and meat (Halal Focus, 2015). As a result, consumer scepticism of poultry and meat products is on the rise due to the suspicion of their halal status.

The existence of various halal logos in the market also often leads to confusion and uncertainty among Muslim consumers. As of January 2020, Malaysia has recognised several certifications from 46 countries with 84 certification bodies recognised by JAKIM. However, three have been delisted from the approved list of JAKIM (JAKIM, 2020). Table 2.1 shows the foreign halal logos recognised by the Malaysian government (i.e., JAKIM), meanwhile, table 2.2 shows the delisted halal logos by JAKIM.

Table 2.1
JAKIM Recognised Foreign Halal Logo












State	Halal Logo
Australia	
Argentina	
Bangladesh	
Brazil	
Brunei	
Belgium	
Bosnia and Herzegovina	
Canada	
China	
Chile	
Republic of Croatia	
Egypt	
France	

Germany	
India	
Indonesia	
Iran	
Ireland	
Italy	
Japan	
Kazakhstan	
Kenya	
Lithuania	
Morocco	
Maldives	
Netherlands	

Korea	
Morocco	
Netherland	
New Zealand	
Pakistan	
Philippines	
Poland	
Portugal	
Spain	
Singapore	
South Africa	
Sri Lanka	
Switzerland	
Taiwan	
Thailand	




Tunisia	
Turkey	
Ukraine	
United Kingdom	
United State of America (USA)	
Vietnam	
Australia	
Argentina	
Bangladesh	
Brazil	
Brunei	
Belgium	
Canada	
China	

Chile	
Egypt	
France	
Germany	
India	
Indonesia	
Italy	
Japan	
Kenya	
Korea	
Morocco	
Netherland	
New Zealand	
Philippines	

Poland	
Singapore	
South Africa	
Sri Lanka	
Sudan	Majlis Fiqh Islami of Sudan / Halal Authority of Sudan
Switzerland	
Taiwan	
Thailand	
Turkey	
United Kingdom	
United State of America (USA)	
Vietnam	

Source: JAKIM (2020)

Table 2.2 List of delisted foreign certification bodies by JAKIM

State	Halal Logo
China	
New Zealand	
Argentina	

Source: JAKIM (2016)

MALAYSIA HALAL LOGO

As a Muslim country, Muslims constitute 60% of the population in Malaysia. Malaysian Muslim consumers are also becoming more interested in halal products especially with the rising concern over what they consume, particularly in terms of its quality and safety. Accordingly, the Malaysian government has been committed in supporting the halal certification system. Department of Islamic Development Malaysia (JAKIM) is the agency entrusted with the responsibility to determine the halal status of local products as well as foreign manufacturing and processing plants intending to export their Halal products to Malaysia. Apart from JAKIM, State Islamic Religious Division (JAIN) and State Islamic Religious Committee (MAIN) are also authorised to issue the Halal certification for domestic product and market (JAKIM, 2015). Figure 1 shows the legal halal logo that is approved by JAKIM.



Figure 1: Malaysia Halal Logo

Source: www.halal.gov.my

As illustrated in Figure 1, there are several features that must be present in the Halal logo, namely:

- Eight-pointed star which is placed in the middle of the circle;
- The Arabic word 'Halal' that is positioned in the middle of the star;
- "HALAL" word in Roman characters which is located just below the Arabic word;
- The word "Malaysia" in Roman and Arabic in between the two big circles;
- Two small five-pointed stars which are placed to separate the Roman and Arabic words.

It is unfortunate, however, that some irresponsible companies have been using different versions of the halal logo without the approval by JAKIM. According to the procedures and requirements of Malaysia Halal certification implemented by JAKIM, each manufacturer wishing to obtain halal certificates must have started its operation before the application process is carried out (JAKIM, 2014). Entrepreneurs who want to apply for the certification also have to pay the

service charges according to the size of the industry. More specifically, JAKIM impose annual charges of between RM100 for small industries, RM400 for medium size industries and RM700 for multinational companies for the certificates. The fee is not only applicable to halal product manufacturers but also slaughtering houses. The approval process for halal certificate may take about two months.

CONCLUSION

As a Muslim-majority country, it is imperative that the Malaysian government takes efficient measures to promote and create awareness of the halal certification or logo which are recognised by JAKIM. This effort would help consumers, particularly the Muslims, to feel much more confident in buying products stamped with halal logo. Retailers or distributors also play an important role to ensure that the halal logo or certification is displayed on the product packaging or at the retail premises so that consumers have trust in the products supplied to them. Besides that, the government could promote and introduce legal halal certificate and logo using mass media such as television and newspaper. Such public awareness can also be expanded and implemented in schools, tertiary institutions and various government as well as private agencies.

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