

UNIVERSITI TEKNOLOGI MARA

**THE ROLE OF ENDORSEMENT
AND CERTIFICATION OF FOOD
HERITAGE DETERMINANTS
TOWARD FOOD IDENTITY
FORMATION**

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PhD

October 2018

ABSTRACT

This study empirically measuring the role of endorsement and certification of food heritage determinants toward the food identity formation. A mix method approaches using qualitative through interview (panel experts) and quantitative through questionnaire survey (public) are applied in this study. In obtaining the valuable insights and causal correlation between the variables of interest or investigated variables, eight panel experts the from the Malaysia National Heritage Department were interviewed while 898 public respondents in the Klang Valley areas comprises of the Federal Territory of Kuala Lumpur, Putrajaya, the Petaling district in Selangor (Shah Alam, Petaling Jaya and Subang Jaya), Gombak, Klang and Hulu Langat and their suburbs and adjoining cities and towns were successfully surveyed. As part of the objectives of the study, the qualitative information through interview was interpreted using the thematic analysis. For the quantitative data gathered, several pre-determined tests (reliability), the descriptive (frequency and central tendency) and inferential statistical analyses were conducted. A path analysis using Partial Least Square (PLS) approach to the Structural Equation Modelling (SEM) was employed to confirm the research questions, research objectives and all the proposed hypotheses. Some clear insights appeared in this study that the endorsement and certification of food heritage determinants (historical value, traditional originality, staple food, flavour principles, cooking method, food presentation, variety and commonality and process and technology) which are outlined by the National Heritage Department through the appointed panel experts not only giving advantages in preserving Malaysia multicultural traditional food treasures but catalyst toward nation food identity formation. This finding is further strengthened with the public view that those identified elements with few additional ones not only could be used for food heritage determinants but manifestly aids in forming the nation food identity. These optimistic indications from practical aspects without a doubt carry varying consequences and implications to many parties especially the government authority (e.g. Ministry of Tourism and Culture, National Heritage Department), state agencies, non-government organisations (NGO) and public in general.

Keywords: Endorsement and Certification, Food Heritage Determinants, Food Identity Formation, National Food Heritage

ACKNOWLEDGEMENT

In the name of Allah, the Most Gracious and the Most Merciful. Firstly, I wish to thank God for giving me the opportunity to embark on my PhD and for completing this long and challenging journey successfully.

My gratitude and thanks go to my supervisors Prof Dr.Salehuddin Mohd Zahari and Dr Salim Abdul Latib for the patience and support on my learning journey throughout my doctorate.

I would like to give a deep gratitude to all my colleagues such as Dr Mazni Saad, Nurhaslin, Dr Mohd Shazali Md. Shariff, Dr Noriza Ishak, Shaidatul Afzan, Tajul, Muzamir, Dr Zaliha, Hajar, Mohammad Halim Jeini, Dr Harifah Md Nor, Prof. Madya Dr Wardatul Akmam Din and many others for the support and advice that have been given during my study. A deep appreciation for academicians such as Associate Prof. Malini K. Ratnasingam, Dr Elise Mognard, Dr Raul Matta and many others in providing articles related to my research. I am also indebted to Jabatan Warisan Negara and Majlis Adat Istiadat Sarawak officers particularly in retaining food heritage information. Also not to forget, to my dean Prof. Dr Sharifudin Md. Shaarani, all academician and non-academician staff in Faculty of Food Science and Nutrition,Universiti Malaysia Sabah, thank you in having faith and patient with me during my PhD journey.

Finally, this thesis is dedicated to my family particularly my father and mother for the support and determination to educate me. Without their patience, love, encouragement, and sacrifices, this Phd journey could not ever be fruitful. This piece of victory is dedicated to both of you (Md Ramli bin Ismail and Halimah binti Shabuddin) Alhamdulillah.

Adilah Binti Md Ramli

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