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ISSUE OF HALAL CERTIFICATION AT HOTEL IN MALAYSIA

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FOODSERVICE MANAGEMENT (HM 242)

JANUARY 2020

ABSTRACT

The main objective of this study is to investigate the issue of Halal Certification at hotel in Malaysia. Most hoteliers do not bother in obtaining the Halal Certification (Sabidin, 2015) and lack of enforcement by Department of Islamic Development Malaysia (JAKIM) and monitoring Halal Logo. This research was done using secondary studies which is argumentative method. In this study, there are three issues that found related with the topic. The first issue of Halal Certification at hotel in Malaysia is lack of enforcement JAKIM in monitoring the usage of Halal Logo. It can be proven by issue related Ramadan Buffet in hotel. Second issue are application of Halal Certification which is voluntary, so they have own choice whether to apply Halal Certification or not. They apply Halal Certification because to avoid doubt and as a marketing tools to attract especially the Islamic customers. However, some of hotels did not want to apply Halal Certification because the fees to apply Halal Certification are expensive. The third issue is cancellation of Halal Certification which is does not meet the standard. This is because the operator hotel did not follow the requirement after getting Halal Certification for example the hotel changes the supplier without informing State Islamic Religious Department (JAIN). So, the conclusion regarding this issue is consumers more aware about seek Halal Certification in food establishment. This study future researchers can continue this study not only focusing on hotels specifically on the food premise but also find out the reason why Halal Certification is not obtained in the others departments.

Keywords: Hospitality Industry, Hotel Syariah Compliance, Halal Food, Halal Certification, JAKIM

ACKNOWLEDGEMENT

Bismillahirrahmanirrahim, in the name of Allah the most gracious and the most merciful. Alhamdulillah, first at all we would like to extend our deepest praise to Allah SWT who had given us the patient, strength, determination, health and courage to complete this Undergraduate Project (HTM655) on time. This project had been done with all afford by partners even though a little bit problems had happened among us during finishing this project. This project also had helped us gained new information, knowledge and experience that are beyond our thinking in to solve the problems.

Besides that, a big thanks to our Supervisor Puan Noristisarah Binti Abd Shattar. This is because without her lecture and guide, our project does not able to done properly. The lecture also gives us support and guides us on how to do our project to produce a good result on the project given. We also would like to thanks to the Puan Jazira because keep reminder us about the date and always ask the progress and thanks to Puan Dr. Zatul Iffah and Puan Amanina because help us in explaining certain topic that we not understood related hospitality and helped us gain more information regarding the study. The topic had been chosen our group are regarding to the issues of Halal Certification at hotel in Malaysia.

Besides that, our deepest appreciation and gratitude goes to our lovely parents, Ismail Bin Yusof, Hasiani Binti Mohd Ghani and Mohamed Arifin Bin Mat Adam, Kamaseha Binti Mamat for giving us the opportunity and financial support to continue our study in this degree level until we managed to finish it. With their continuous support, we managed to settle this and make them proud.

On other hand, thanks to our group partner that always stick together and work hard to finish this project. Thanks to our partners that able to finish the task with all afford and responsibility. Also big thanks to all support that give us motivation. We wish all the best to our classmates because they were help us in doing this project. They also give us idea and comments to improve our project in many ways. Million thanks also we wish to our classmates because they also help us doing this Undergraduate Project. They always give ideas and comment on our study so we can improve our Undergraduate Project in many ways.

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