

UNIVERSITI TEKNOLOGI MARA

**AN ANALYSIS OF HALAL BRAND
ELEMENTS IN SELANGOR FOOD
INDUSTRY**

ANIS HUSNA BINTI ABDUL HALIM

Thesis submitted in fulfilment
of the requirements for the degree of
Master of Contemporary Islamic Studies

Academy of Contemporary Islamic Studies

January 2024

ABSTRACT

Next 21st century, Islam may become the world's fastest religion with 2.8 billion people estimated in 2050 which shows an increase for 30% of the world population. No surprise halal brands are now wide spread and bound to raise the market value because these brand values are chosen by society to avoid issues concerning health, safety, animal welfare. Therefore, industry adopts the brand elements in their product to increase the high level of brand awareness and familiarity towards the product because each element will integrate the strong values to contribute to brand equity. Brand elements are tools in identifying and differentiate the products. The leading brand elements are brand names, logo, slogan, and packaging chosen by the company to enhance their brand awareness by facilitating the elements to present the advantages and strength of the product. However, there are many issues occur in halal brand where the industry commits on the imitation, fraud, misrepresentation to portray their brand as halal without any proof and evidence on the status of halal. Asides from that, it is found that the current guidelines on halal brand is insufficient and not details, seen as necessity to develop structure to be used as a guidance for the halal industry. Thus, the objective of this research is to identify the determination of Halal brand, to analyze the application of brand elements in food industry alongside to propose structure of halal brand elements. This research used qualitative method to conduct depth research through interview 14 experts from 4 field include from halal agency, industry, consultant and academician. This research is analyze using Atlas.ti used three method which are inductive, deductive, and thematic analysis. Through data analysis, the findings able to find out there are 5 halal principles for the application of halal brand elements of brand name, logo, slogan, packaging include: (1) The essence Asl: Permissibility of Things; (2) The prohibition of things dueto their impurity and harmfulness; (3) Whatever is conducive to the Haram is itself Haram; (4) Falsely representing the Haram as Halal is prohibited; (5) Doubtful things are to be avoided. The application of halal brand elements need to accordance with halal principles to ensure the brand is not misrepresenting, misleading and cause confusion to the consumer. For the data to be more comprehensive, future research could examine on the implementation of halal related to act to complement halal brand elements research. It is hoped that this research able to provide guidance to the industry to develop their brand elements in halal products to increases their sales revenue according to halal practices, compliances, and principles.

ACKNOWLEDGEMENT

All praises to Allah SWT and His blessing for the completion of this research. I would like to thank Allah SWT for giving me golden opportunity to embark on this Master study and able to finish this challenging journey successfully.

My deepest appreciation goes to both of my parents, ayah Hj Abdul Halim Omar and ibu for their unconditional love and assistance in facilitating me during my journey. Without the inspiration, drive and support you gave me, I might not be the person I am today. I also would like to thank you my siblings Ahmad Wafiq, Anis Syamila, Ahmad Imran, Ahmad Zaid, Ahmad Yasin Al-Amin, Ahmad Yasir Al-Mukhlis and my sister in law Nur Amalina Mahani also little niece Zara Auliya for always helping me with this study.

My gratitude and thanks to my supervisor Dr Mohd Faiz Mohamed Yusuf for his guidance and positive encouragement and motivation to finish this research. It is a great honor to have him as my supervisor. Appreciation is also addressed my respected lecturer Dr Rafeah bt Saidon, Associate Professor Dr Mohd Dani bin Muhammad, Dr Nurzahidah Jaapar, Sharifah Fadylawaty binti Syed Abdullah and all the members of the ACIS family for always give dedication, moral support, sharing knowledge and help me throughout the study.

Not forgotten also to the informants' experts that come from various background and expertise to provide me insight and valuable information for my study. Thank you for willing to spend for interview sessions that the information is not only beneficial for me, also for others.

Finally, I would like to thank you for myself for not give up, believe myself, and always striving for the success. This piece of victory is the little achievement that you make every day. Hope you will always success in the future. This is just a tiny step for you.

Therefore, may Allah shower and give blessings for everyone with success and honor in their life.

TABLE OF CONTENTS

	Page
CONFIRMATION BY PANEL OF EXAMINERS	ii
AUTHOR'S DECLARATION	iii
ABSTRACT	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	vii
LIST OF FIGURES	viii
LIST OF ABBREVIATIONS	ix
LIST OF TRANSLITERATION	xi
CHAPTER ONE INTRODUCTION	1
1.1 Introduction	1
1.2 Background Study	2
1.3 Problem Statement	6
1.3.1 Issues in Halal Brand Elements	6
1.3.2 Lack of Research	12
1.3.3 Lack of Guideline	17
1.4 Research Questions	18
1.5 Research Objective	18
1.6 Significance of Study	18
1.6.1 Consumer	18
1.6.2 Stakeholder	18
1.6.3 Halal Agency	19
1.6.4 Academician	19
1.7 Limitation of Study	19
1.8 Operational Terms and Definition	20
1.9 Conclusion	21

CHAPTER ONE

INTRODUCTION

1.1 Introduction

Halal brands has been developed by using Islamic principles and lead consumers towards consumption, purchasing, and using services from various sectors includes pharmaceutical, cosmetic, financial, tourism, and food industries (Minkus-McKenna, 2007). For business to grow and compete with others industry players in halal industry, the manufacturers or marketers need to used different marketing strategies to increase their sales revenues and profits to expand their brands. The term of Halal brand is from the concept of Halal, mentioned in the Quran:

يَتَّيَّبُهَا النَّاسُ كُلُّوْا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ
إِنَّهُ لَكُمْ عَدُوٌّ مُّبِينٌ

Translation:

“O, people! Eat of the lawful and pure things in the earth and follow not in the footsteps of Satan. For surely, he is your open enemy.”

(Surah al-Baqarah: 168)

According to Yusof Al Qardhawi, the context of Halal is based on Islamic criteria which is related to Halal brand embody on Quranic verse:

قُلْ مَنْ حَرَّمَ زِينَةَ اللَّهِ الَّتِي أَخْرَجَ لِعِبَادِهِ وَالطَّيِّبَاتِ مِنَ الرِّزْقِ قُلْ هِيَ لِلَّذِينَ
ءَامَنُوا فِي الْحَيَاةِ الدُّنْيَا خَالِصَةً يَوْمَ الْقِيَامَةِ كَذَلِكَ نَفَصِّلُ الْآيَاتِ لِقَوْمٍ
يَعْلَمُونَ