UNIVERSITI TEKNOLOGI MARA

AN ANALYSIS OF HALAL BRAND ELEMENTS IN SELANGOR FOOD INDUSTRY

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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 due to 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.

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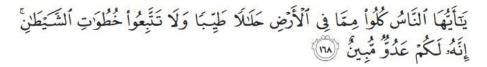
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CHAPTER ONE INTRODUCTION

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:



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: