

UNIVERSITI TEKNOLOGI MARA

**A STUDY OF KNOWLEDGE, ATTITUDE AND
PRACTICE (KAP) AMONG MALAY MUSLIM
YOUTHS AND YOUNG ADULTS TOWARDS
HALAL/HARAM ISSUES IN JUNK FOOD
PRODUCTS**

BIZURA AZIRA BINTI MOHD ROBY

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ABSTRACT

In Malaysia, food industry has been the vital and major contributor to the overall national economic development. With the fusion of rich cultural and social diversity in Malaysia, it is understandable when issues relating to Halal food is claimed to be a major concern among Malaysian people, especially when food industry in the country is largely controlled by non-Muslim producers and manufacturers. Furthermore, with the rapid development of junk food industry in Malaysia, many people wonder how much the available junk food products in our country are permissible to be consumed by a Muslim. Indeed, it is important for Muslim consumers to fully understand and aware about this issue. Thus, the aim of this study is to determine the level of knowledge, attitude and practice of Malay Muslim youths and young adults on Halal and Haram issue in junk food products. A survey was conducted in Kota Bharu, Kelantan where 400 respondents were given out a set of questionnaire consisting of 28 questions. The results was analyzed by using Statistical Package for the Social Sciences (SPSS) program software version 18. Demographic statistic was used to identify the socio-economic demographic characteristics of respondents. The Chi-square test was used to identify the association between various demographic variables with the respondents' level of knowledge, attitude and practice. The results revealed that majority of the respondents were demonstrating moderate knowledge in the issue related to Halal and Haram in junk food products with good attitude and practice towards the issue.

Keywords : Halal and Haram, junk food, knowledge, attitude, practice, association, demographic characteristics

CHAPTER 1

INTRODUCTION

1.1 Background

Indeed, every aspect in Muslims' life is unique and different from other religions. Muslims' way of life is guided by the Syariah Law which is based on the Quran, Hadith, Ijmak and Qiyas. This includes their dietary and consumption system. The principle of Muslims' diet and food requirements should be 'Halal' and 'Thoyyiban' as stressed in Al-Quran, the ultimate source of every hukm for Muslims ("Tafsir Al Quran Bahasa Melayu - Surah Al-Baqarah," n.d.) :

يَتَأْتِيهَا النَّاسُ كُلُّوْا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ
الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُّبِينٌ ﴿١٦٨﴾

“O ye people! Eat of what is on earth, Lawful and good; and do not follow the footsteps of the evil one, for he is to you an avowed enemy”.

(Surah Al-Baqarah, 2:168)

Originated from the Arabic phrase, the term 'Halal' can be defined as 'lawful' or 'permitted' whereas 'thoyyiban' means 'wholesome', 'healthy', 'safe', 'nutritious' and