

Universiti Teknologi MARA

**The Development of Halal Logo Detection Mobile
Application System**

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ABSTRACT

Halal in Islamic law refers to permissible and lawful. *Halal* is also connected with the concept of *Halalan- Thoyyiban* which related to consuming the quality of food that covers the safety, clean and free from forbidden (*Haram*) substances. Most of the larger consumers in Malaysia are Muslim consumers. When it comes to choose the right *Halal* food product, this is where the consumers especially the Muslim consumers are confused in choosing the right food products to consume. In the market, there are various types of *Halal* logo on the food products, the local *Halal* logo from Department of Islamic Development Malaysia (JAKIM), the illegal *Halal* logo from irresponsible manufacturers and the accredited *Halal* logo from the foreign country that has been authorized by JAKIM. However, Muslim consumers have failed to identify both types of *Halal* logo in the market due to lack of information and exposure to the *Halal* logo on the food products. Therefore, this project is to develop a *Halal* logo detection mobile application system. With this mobile application system, consumers can detect the *Halal* logo on the food product by scanning the *Halal* logo through the application system in the mobile device. The result of the detection will inform the user about the *Halal* status of the product and the information about the certification authorities of the accredited *Halal* logo. The method of interview and observation were used for collecting the requirement of this project is through the interview with the Muslim consumers, reading the journal articles and research papers to find more knowledge about the topic of this project. The methodology of this project used is Mobile Application Development Life Cycle also known as MADLC model. The reason for this project used this methodology because of the systematic development approach in developing the mobile application according to each phase in the model. In each phase will describe about the findings on the literature review, identify the functional and non-functional requirements, the software and tools that will be used in order to develop the mobile application. As conclusion, the development of *Halal* logo detection mobile application system will give a great opportunity to the Muslim consumers in making the right decision on choosing the right *Halal* food products.

TABLE OF CONTENT

CONTENT	PAGE
SUPERVISOR'S APPROVAL	ii
STUDENT DECLARATION	iii
ACKNOWLEDGEMENT	iv
ABSTRACT	v
TABLE OF CONTENTS	vi
LIST OF FIGURES	viii
LIST OF TABLES	x
LIST OF ABBREVIATIONS	xi
CHAPTER ONE: INTRODUCTION	
1.1. Introduction	1
1.2. Background of Study	1
1.3. Problem Statement	2
1.4. Research Questions	3
1.5. Research Objectives	3
1.6. Project Scope	3
1.7. Project Significance	4
1.8. Summary	4
CHAPTER TWO: LITERATURE REVIEW	
2.1. Introduction	5
2.2. Definition of <i>Halal</i>	5
2.3. <i>Halal</i> Certification and <i>Halal</i> Logo	6
2.4. Mobile Application	9
2.5. Android	11
2.6. WAMP Server	13
2.7. Logo Matching and Recognition System	14
2.8. Review on <i>Halal</i> Existing Application	16
2.8.1. MyJakim	16
2.8.2. Scan <i>Halal</i>	17
2.8.3. <i>Halal</i> Square	18
2.9. Summary	18
CHAPTER THREE: METHODOLOGY	
3.1. Introduction	19

CHAPTER 1

INTRODUCTION

1.1. Introduction

This chapter will describe about the background and the main problem of the project study. It will also describe the other contribution aspects of the research which are problem statement, research objectives, research question, project scope and project significance.

1.2. Background of Study

Nowadays, according to Ain & Musa (2013) stated that the growth of food products in Malaysia increase with *Halal* and non-*Halal* logo from various countries and private company around the world. In the market, the demand of *Halal* food products gives impact towards the consumers, especially Muslim consumers. It has been proven that most of the largest population in Malaysia are Muslim consumers and thus, the *Halal* food product is the most concern for Muslim consumers when it comes to buying the daily products especially in terms of the quality and the safety of the food products itself (Albakir & Mohd-Mokhtar, 2011).

In selecting food products for Muslim consumers, they must follow the Islamic dietary law guidelines in order to maintain the healthy, hygienic and clean food. A study by Sulaiman, Noordin, Noor, Suhaimi, & Isa (2016), the concept of Halalan- Thoyyiban is related to the requirement food quality in Islam, as the food quality must be clean and aligned with the Islamic law that against the concept of '*Haram*'(non-*Halal*) for instance, alcoholic drink, pork and animals that have not been slaughtered properly under the name of Allah S.W.T.