

IsHeC 2021



Cawangan Melaka



47th INTERNATIONAL ISLAMIC HERITAGE CONFERENCE 2021

e-proceeding

2 Sept 2021

Virtual Conference
Melaka, Malaysia

Organized by:

Academy of Contemporary Islamic Studies
(ACIS), Universiti Teknologi MARA, Melaka,
Malaysia

in Collaboration with:

Research, Industry, Community & Alumni
Networking Division, Universiti Teknologi MARA
Melaka

PROCEEDING
4TH INTERNATIONAL ISLAMIC HERITAGE CONFERENCE
2021 (ISHEC '21)

**“ISLAMIC HERITAGE: STRENGTHENING THE KNOWLEDGE,
EMPOWERING THE ACHIEVEMENT”**

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e-Proceedings of International Islamic Heritage Conference 2021 (IsHeC '21)
02 September 2021
Academy of Contemporary Islamic Studies (ACIS),
Universiti Teknologi MARA, Melaka, Malaysia

The editorial board would like to express their heartfelt appreciation for the contributions made by the authors, co-authors and all who were involved in the publication of this e-proceedings.

Published by:
Academy of Contemporary Islamic Studies (ACIS)
Universiti Teknologi MARA, Melaka, Malaysia

Published date: 23 August 2021

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e-ISBN: 978-967-2846-07-9

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A STUDY ON FACTORS OF FAKE NEWS SPREADING ON THE HALAL STATUS OF FOOD PRODUCTS IN MALAYSIA

¹Shofiyyah Moidin, ²Nur Auni Syafiqah Ismail, ³Muhammad Syukri Mohd Ashmir Wong, ⁴Nur Hafizah Harun & ⁵Norazlina Mamat

^{1,2,3,4,5} Academy of Contemporary Islamic Studies (ACIS),
Universiti Teknologi MARA (UiTM), 40450 Selangor, Malaysia

ABSTRACT

Fake news spreading issues in Malaysia are getting serious and worse and not to be forgotten it also happens toward halal food products. Fake news information about halal food products is usually spread on social platforms like Facebook, Twitter, WhatsApp etc due to easy sharing features and it is constantly updated. Hence, this study aims to identify the factors of fake news spreading on the halal status of food products in Malaysia. The study employed a qualitative method using semi-structured interviews involving two (2) informants from the Section of Communication and Corporate, JAKIM. The gathered data were analysed via thematic analysis using NVivo 10 to classify it into nodes. Findings from this study found that the factors of fake news dissemination on halal food products in Malaysia occur due to haste attitude, racial and religious sentiment, attention seeker behavior, fierce business competition, lack of halal awareness, easily influenced as well as no access to get information or news. Hence this study is able to highlight the issue of fake news spreading in the halal food industry.

Keywords: Fake News, Factors, Halal, Food, JAKIM