



UNIVERSITI TEKNOLOGI MARA

**IMPEDIMENTS OF HALAL CERTIFICATION AND
LOGO IN MALAYSIA**

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AUTHOR'S DECLARATION

We declare that the work on this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of our own work, unless otherwise indicated or acknowledged as referenced work. This dissertation has not been submitted to any other academic institution or non-academic institution for any degree of qualification.

We, hereby, acknowledge that we have been supplied with the Academic Rules and Regulations for undergraduate, Universiti Teknologi MARA, regulating the conduct of our study and research.

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TABLE OF CONTENTS

	Page
AUTHOR'S DECLARATION	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
CHAPTER ONE: INTRODUCTION AND PROBLEM STATEMENT	1
CHAPTER TWO: ARGUMENTS	7
2.1 Delay in Acquiring Halal Certificate	7
2.2 Misuse and Abuse of Halal Certificate and Logo	8
2.3 Lack of Enforcement in Terms of Halal Certification	10
2.4 Voluntary Basis of Halal Certification	11
CHAPTER THREE: RECOMMENDATIONS	13
3.1 Delay in Acquiring Halal Certificate	13
3.1.1 Learning from Others' Strengths	13
3.1.2 Improvement in the Operational Efficiency	13
3.1.3 Improvement in Terms of the Halal Certification Process	14
3.2 Misuse and Abuse of Halal Certificate and Logo	15
3.2.1 Global Halal Industry	15
3.2.2 Government Commitment and Agencies Support	16
3.2.3 Addressing the Operators and Consumers Awareness	17
3.3 Lack of Enforcement in Terms of Halal Certification	18
3.3.1 Existence of Halal Act Own Provision	18
3.3.2 Establish A Special Commission To Govern Halal Matters In Malaysia	18
3.3.3 Halal Consumers' Actions Matters	19
3.4 Voluntary Basis of Halal Certification	20

PROBLEM STATEMENT

Nowadays, Halalness became one of the most debatable topic for consumers especially to Muslim which is from the view point of Islamic practices and belief. In Malaysia, the submission of halal official recognition and logo depend on the request by food producers and entrepreneurs, and the holders of halal certificate gain the benefits of grapping a larger market because majority of Malaysian are Muslims (Ardyanti, et al., 2013). However, the advantages of halal certification are facing challenges that must be discussed.

The issues such as the delay in gaining halal official recognition and logo happen because of operational slackness and halal governance which involve both sides of foods operators and problems in JAKIM (Mohd et al., 2015).

Things worsen with the misuse and abused of halal certification and logo which was supported by Mohd, Izhar, Hayati, and Chemah (2015). People that abuse the use of halal logo and certificate have really smacked the sensitivity of Muslims. This has created uncertainty amongst Muslims, and thus influenced their food and product choices.

Despite there were a few positives changes in terms of Halal Act, there is still a sense of insufficiency especially regarding enforcement. JAKIM as solely body to issue halal certificate should be given more influences to ensure sharp enforcement in the range of these halal products.

All these while, consumers presume that the use of halal logo is mandatory but actually the use of halal logo is an option for traders. When the use of halal logo is voluntary, these traders used the halal logo as they wish. The actions of these traders have caused some confusion among consumers in terms of the halal status of those products and premises (Zawawi, 2013).

Thus, these are the points of argument which are; a) delay in acquiring halal certificate (b) misuse and abuse of halal certificate and logo (c) lack of enforcement in terms of halal certification (d) voluntary basis of halal certification. Thus, the purpose of this argumentative essay is to highlight the issues of halal certification which indirectly

connect with enforcement terms so it can contribute to understanding and additional knowledge of study.