

UNIVERSITI TEKNOLOGI MARA

**THE ANALYSIS OF USER ATTITUDE IN
DISSEMINATING HALAL INFORMATION
THROUGH SOCIAL MEDIA (FACEBOOK)**

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ABSTRACT

Recently, there are few cases in Malaysia which relate to false halal information such as the defamation of halal status on Cadbury and Gardenia. The problem occur when people tend to use social media as a medium in spreading false information. In order for a policy-makers to create a relevant policy information, the step must begin by determining the policy-research question like the awareness of halal foods or products among Muslims, the sources that people use in getting or looking for an information and the factors that contribute to the awareness level among Muslims on halal foods or products. This study is conducted to identify the User Attitude in Disseminating Halal Information. The data collection method was made by adapting the quantity method. The survey has been conducted to the bachelor degree students from FSKM, UiTM Shah Alam and public from the group of youth. The questionnaire was distributed to 130 participants. This study has adapted The Theory of Planned Behavior (TPB) by Ajzen and Fishbein which suit to the requirements in conducting this research. The result for this study shows that subjective norm and perceived behavioral control are the strong significant factor to the User Attitude in Disseminating Halal Information. A model is constructed in order to help people aware that checking the validity of any information is crucial in order to stop from involving in spreading defamation. In future research, the study should be conducted with a bigger sample size, and more variables. The qualitative research method should be included by interviewing people who has more experience in halal hub like JAKIM, in order to get more information which related to halal. Better study can be done if the research can produce new social media such as Halalbook which developed purposely for discussing about halal information. Some advertising and promotion effort should be done in order to make people understand that Halalbook can help them in protecting the validity of halal information.

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