



AWARENESS AMONG MUSLIM TOWARDS

HALAL FOOD IN JOHOR BAHRU

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ABSTRACT

The term Halal mean lawful, every product has Halal logo can be used by Muslim. Recently, the Muslim was shocked by the issue of Halal and the issue of the fake Halal logo in product. In Malaysia, JAKIM is the only institution will be issue the certificate of Halal logo. It established since 1968 and has been issuing Halal certificates since 1974. It shows that JAKIM have a main role to ensure all food produce must be based on Shariah. The objective of this research was to determine the factor that influences the awareness among Muslim towards Halal Food in Johor Bahru. Besides that, the main factor that influenced the awareness of the Muslim customers was also being studied between religious beliefs, attitude towards Halal food and knowledge about Halal food. In this research primary data will used that is by distributing questionnaires to 100 respondents around area Johor Bahru. To analyze the data, Statistical Package for Social Sciences (SPSS) will be used. The finding shows that religious and attitude have significant correlation with awareness among Muslim towards Halal food. The implication and limitation of this research also were discussed. Suggestion and recommendation for the JAKIM, future research and media were also given. As conclusion, researcher has accomplished all the objectives for this research, to determine the main factor and to determine the relationship between independent variable and dependent variable.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Halal has become an important concept in today's business world. In Malaysia, majority consumer is Muslim, and every processing or producing of food or product must follow the Syariah and must have Halal certificate.

JAKIM is the authority responsible for Halal certification in Malaysia. It established since 1968 and has been issuing Halal certificates since 1974. The certified Halal food products are not only marketable in the local market, but also reach out to the global market and can give confidence to consumers in consuming Halal labeled manufactured food (Golnaz, 2011). In the Quran, many verses convey the message about Allah has commanded Muslims to eat and live on Halal and Tayyib (pure, clean, wholesome, nourishing and pleasing to the taste food) (Badruldin, et al., 2012).

The verses of the Quran that convey this message about Halal are:

“And eat of what Allah has given you (for food) that which is lawful and wholesome, and fear Allah in whom ye believe (Al-Maida5:88).

From that verse, it shows that Islam very concern about food, whether is Halal and whether it comes from Halal way. It is because from food it can build the ethics person. If food comes from bad sources or knows as Haram, so, the person will be a bad person. If food comes from good sources or known as Halal, so, the person will be a good person.

Nowadays, the determining of the “Halal” not only focus about the food is pork-free. But every step must be concern to be food is Halal, such as, the process to deliver the food from supplier to customer, the process to market the food, the money or capital use to get the food, and also the way the food that cook. It shows that, every