



**UNIVERSITI TEKNOLOGI MARA SARAWAK
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES
BACHELOR OF ADMINISTRATIVE SCIENCE (HONOURS)**

**PERCEPTION ABOUT HALAL ISSUES: CASE STUDY ON BACHELOR
ADMINISTRATIVE SCIENCE AND POLICY STUDIES STUDENTS OF
UITM SARAWAK**

PREPARED BY

**MOHD EZZDWAN BIN YUSUF
MUHAMMAD SYAFIQ BIN SAIFURIZAL**

**2013178783
2013713419**

DECEMBER 2015

TABLE OF CONTENTS

Chapter 1: Introduction

1.0	Introduction	1-3
1.1	Problem statement	3-5
1.2	Research objectives	5
1.3	Research question	5
1.4	Scope of the study	6
1.4.1	Level	6
1.4.2	Territory	6
1.4.3	Time	6
1.5	Significance of the study	6-7
1.6	Definition of key terms	7
1.6.1	Halal	7-9
1.6.2	Knowledge	9
1.6.3	Awareness of Halal	9-10
1.6.4	Muslim student	10

Chapter 2: Literature Review & Conceptual Framework

2.0	Literature Review	11-18
2.1	Conceptual Framework	19
2.1.1	Attitudes and Halal perception	19-20
2.2.2	Awareness and Halal Perception	20

Chapter 3: Research Method

3.0	Introduction	
3.1	Research design	21
3.2	Unit of analysis	21
3.3	Sample size	22
3.4	Sampling technique	23-24
3.5	Measurement	24
3.6	Data collection	25
3.7	Data analysis	26-27

CHAPTER 1

INTRODUCTION

1.0 Introduction

Halal is a word originated from Arabic language which mean 'permissible' or 'lawful' as approved in Islam. Malaysia's Department of Islamic Development (JAKIM) stated that Halal food are the food that free from any unlawful or contaminated element and not contained any part from animal which been forbidden is Islam. Muslim in Malaysia should understand the principle of Islamic Law which highlighted that the food they consume not only has to be Halal but also 'Toyyiban' which is wholesome. Here wholesome mean that the food they consume should be healthy, nutritious, safe and quality. In Holy Quran, God command Muslims and all mankind to eat Halal thing '*o mankind! Eat of that which is lawful and wholesome and follow not the footsteps of the devil. Lo! He is an avowed enemy of you*'. The opposite of halal is haram or non-halal which means forbidden and prohibited. (JAKIM, 2005).

Halal concept emphasizes on the safety, hygiene and wholesomeness of food. It provides an excellent platform for healthy eating and the consideration of the place and process of the animal being slaughtered and most importantly, the condition of these animals would not endanger the health of diners, are a prime focus of what Halal is all about (Golnaz R, et al, 2010). Muslim has always been associated with Islam and Islam is directly link to Halalan and Toyyiban (good quality). For Muslims, it is their religious obligation to consume Halal food. The question of understanding among Muslim about Halal food is posed because food market in Malaysia is managed by all ethnic groups and the

CHAPTER 2

LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

2.0 Literature Review.

Based on Abdul Latif, (2006), he claims that Islam is the fastest growing religion and second largest in the world are true based on the increasing number of Muslim population by over 235 percent in the last fifty years. Food is a basic part of existence of mankind. Food consumed by Muslims that meets the Islamic dietary code is called *halal* food. The increasing awareness of Muslims all over the world on their obligation to consume food based on Islamic dietary requirements creates greater demand for *halal* foods and products. Malaysia is a multiracial society such as Malay, Chinese, and Indian and also has multi-religion likes Islam, Christian, and Buddhism. Based on the differences religion and belief, the custom and tradition, environment may influence their way of living especially eating habits, perception and attitudes towards foods. Muslim consumer, *halal* foods and drinks mean that the products has met the requirements laid down by the Syariah Law whereas for a non-Muslim consumer, it represents the symbol of hygiene, quality and safety product as produced strictly under the Holistic *Halal* Assurance Management System (Abdul Raufu Ambali, Ahmad Naqiyuddin Bakar, 2012). Therefore, in scope of students in UiTM Samarahan, the student and people are come from the difference race and religion that join together. This will create a diverse group of students. The majority of the students in UiTM Samarahan is Muslim and they have to eat halal foods. Because of that, this is important to identify the perception about halal issues among UiTM Samarahan students.

CHAPTER 3

RESEARCH METHOD

3.0 Introduction

This chapter will show how this research is designed. In addition, in this chapter will also suggest how researcher can collect data needed to generate information regarding the intended topic. For the purpose of the research, both primary and secondary will be used in obtaining necessary data for the completion of this research.

3.1 Research Design

The purpose of research design is to study the perception about halal issues on Bachelor Administrative Science and Policy Study students of UiTM Sarawak. This research is a cross sectional correlation sample survey of student of University Technology Mara Sarawak (UiTM) on their perception regarding Halal issues. It will determine the differences in the attitude and level of understanding among UiTM Sarawak students towards perception of Halal food. All the data we needed will be collected and obtained from the responses of the students in UiTM Sarawak that we get from distributed questionnaires. The research demands for information from all the students in UiTM Sarawak.

3.2 Unit of Analysis

The units of analysis in this study are:

- a) All AM228 students in University Technology Mara Sarawak (UiTM)