



E-PROCEEDING HOTWEC 6.0

THE GAME ON 2022:

**THE FUTURE IS
BRIGHT**

FHPK, UMK

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**FACUTLY OF HOSPIATLITY, TOURISM AND WELLNESS,
UNIVERSITI MALAYSIA KELANTAN**

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Misuse Halal Logo in Restaurant in Seremban Negeri Sembilan

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ABSTRACT

This study was conducted to examine the misuse of the halal logo in a restaurant in Seremban, Negeri Sembilan. The misuse of the halal logo happens when there has an irregularity or not by the rules set by halal from the Islamic Development Department (JAKIM). Many issues occur in the misuse of this halal logo among entrepreneurs who open a business. The study conducted has three research objectives which are first to explore halal logo regulation and requirements in Malaysia. The second objective is to identify how far restaurants in Seremban follow the compliance on using halal logo and propose recommendations and suggestions in the future. The researchers choose one data collection method: conducting online survey using semi-structured interviews. The questions prepared in the google form will be sent via WhatsApp to the restaurant. The researcher analysed the data using thematic and related with two themes: knowledge and regulation. Next, the researcher makes a recommendation for the future. In findings, the researcher had chosen two respondents from each theme that had related answers for this research study's research objective. The researcher's implications for conducting the research and collecting the data because facing a limited time, trust issues and limited respondents for this research.

Keyword: Misuse Halal Logo, Halal Logo, Restaurant, Knowledge, Regulation,

INTRODUCTION

The halal logo can provide benefits and positive development for Muslims in Malaysia. Halal certification is a guarantee to guarantee consumers to buy and consume food products (Alom et al., 2019). Many cases involve violations of the halal logo, such as irresponsible managers deliberately using certification by using the halal approval granted by producing products that do not follow the prescribed halal certification rules. The existence of the halal logo causes all matters related to the halal logo to be determined by JAKIM, and this task is given entirely by the community to JAKIM. The knowledge that exists in the community about the importance of the halal logo is still low and not emphasized by the community.

Based on the survey, the main challenge for the halal industry is that the businesses misuse the halal logo. Even though there are still good and accurate law enforcement implemented by JAKIM, there are still some entrepreneurs who misuse the halal logo. Halal logos are victims of counterfeiting and misuse, especially among businesses that want high profits.

The study aimed to analyze the misuse of the halal logo in restaurants in Seremban, Negeri Sembilan. Misuse of halal logos can be identified in several forms, namely forgery of logos, use of unrecognized halal logos, use of expired logos, and several other cases of abuse. Although However, JAKIM has made various ways to provide exposure on to the use of a good excellent halal logo. The owner restaurant needs to look at this matter properly as the use of the wrong halal logo will give confusion in restaurant owner needs to look at this matter properly as using the wrong halal logo will confuse society. They should be more responsible to encounter for encountering this issue.

There are three objectives of this research:

- 1- To explore halal logo regulations and requirements in Malaysia.
- 2- To identify how far restaurants in Seremban follow the compliance on using a halal logo.
- 3- To propose to recommend and suggest in future.

Significance of the study

Significance This study is about the misuse of halal logos in restaurants in Seremban, Negeri Sembilan. Respondents for this study are entrepreneurs in Seremban who own restaurants. This study was conducted on the owner and staff to answer questions. This research study will also benefit entrepreneurs on the importance of halal logo compliance in the field of food. In addition, this study will help entrepreneurs improve the use of halal logos so as not to get caught up in the misuse of this halal logo. This research study will also help customers not to be easily fooled by the misuse of this halal logo. This is because there have been many misuses of the halal logo. Also, just because there were so many cases of halal abuse at the time, it was difficult for consumers to know whether the food was genuinely halal or not.

LITERATURE REVIEW

Halal

In Arabic, Halal can be defined as legal or permitted (Hasan & Hanif,2017). Two parties handling halal certification in Malaysia which is Jabatan Kemajuan Malaysia (JAKIM) and Jabatan Agama Islam Melaka (JAIM) (as cited in Shafiq et al., 2014) owner business needs to get halal status from JAKIM to ensure their consumer trust to buy the product or food. There is some owner business that do not have a halal certificate, but they print out the fake halal certificate and paste it on the wall. The purpose is to make their customer trust their premises and feel safe eating at their premises.

Halal logo

The halal logo should use for the premises, or food that got the halal certification by JAKIM. In Malaysia, if JAKIM gives a halal logo to the owner business, it means their business complies with the Syariah that has been set out by JAKIM (Hasan & Hanif, 2017). Once the owner business gets the halal logo from JAKIM, it is necessarily displayed on the premise or in food packaging. It also means that the premises can legally use the logo in their premise and packaging products (Majid et al., 2015).

Misuse Halal Logo

Jabatan Kemajuan Islam Malaysia (JAKIM)'s halal logo is one of the symbols of halal compliance known worldwide (Majid et al., 2015). Some issues have related to the misuse halal logo. Jabatan Kemajuan Islam Malaysia (JAKIM) has conducted 740 inspections in restaurants for halal logo compliance, with 308 premises complying and 432 premises failing to meet the requirements of the halal logo (Halim et. al 2019).

These premises are not responsible for halal logo because they did not follow the compliance that need to be followed before opening the premises. Another issue that related to the misuse of the halal logo is premises did not ever apply to the registered halal logo. This will lead 21 the irresponsible owner business to take advantage of the issues arising to produce fake halal logos on the premises or on food packaging.

Restaurant

The restaurant is a place that provides food and beverage to other people, and it will receive many customers in that place. Muslim people need to choose halal restaurants to compare to the non-halal restaurant to buy food. The owner of Halal restaurant should be concerned about halal logo because many Muslim people will choose halal restaurant. There are a lot of issues related to the halal logo and restaurant. This is because some restaurant owners still exploit usage of the halal logo in their premise (Razali et al.,2017).

METHODOLOGY

Research Design

A "deep understanding of the particular" is one of the goals of qualitative traditions (M. Haradhan, 2018). Qualitative research can use data from document extracts and interviews

(Merriam, 2009). Besides, doctrinal methodology refers to a method of legal study that is commonly thought of being standard. The case law and other legal sources will focus on a doctrinal report.

Data Collection

The researcher use an online survey, which is Google form, and the questionnaire will be sent as an attachment on WhatsApp to the respondent. Close-ended and open-ended questions will be used for semi-structure interviews. There are significant differences between open and closed-ended questions, which limit the respondent's options. The researcher will give the open-ended questions to allow the respondent to express their opinion without being influenced by the researcher in part A which is in knowledge theme. Besides, closed-ended question is a limited option choice for the owner and the staff to answer the online survey in part B, which is in part B in regulation theme.

Sampling

The researcher uses non-probability sampling, which is judgement sampling or also known as purposive sampling.

Data Analysis

The researcher used thematic analysis in qualitative analysis. The methods can help researchers understand the scope and purpose of the research method. The researcher divided into three parts: part A, part B and part C. The first theme is knowledge of the halal logo, while part B is regulation. In this section, the researcher examines the extent to which managers implement the use of halal logos in their restaurants. Part C is a recommendation from the researcher in the future.

FINDINGS

Analysis of Theme 1

Table 1 below shows the result analysis of Theme 1.

Table 1: Analysis of Theme 1

Research Question	Respondent	Theme
What is the framework on halal logo regulation in Malaysia?	Respondent 1 : Ya	Knowledge
	Respondent 2 : Ya	
	Respondent 3 : Ya	
	Respondent 4 : Ya	
	Respondent 5 : Ya	
	Respondent 6 : Ya, Faham	
	Respondent 7 : Ya	
	Respondent 8 : Ya	
	Respondent 9 : Ya	
	Respondent 10 : Ya faham, kerana pernah menghadiri kursus tentang logo halal	
	Respondent 11 : Ya	
	Respondent 12 : Ya	
	Respondent 13 : Ya	
	Respondent `4 : Ya	
	Respondent 15 : Faham	

Analysis of Theme 2

Table 2 below shows the result analysis of Theme 2

Table 2: Analysis of Theme 2

Research Question	Respondent Answer	Theme
How far restaurant in Seremban follow the compliance with the terms of using halal logo?	Respondent 1 : Yes	Regulation
	Respondent 2 : No	
	Respondent 3 : No	
	Respondent 4 : No	
	Respondent 5 : No	
	Respondent 6 : Yes	
	Respondent 7 : No	
	Respondent 8 : No	
	Respondent 9 : No	
	Respondent 10 : No	
	Respondent 11 : Yes	
	Respondent 12 : No	
	Respondent 13 : Yes	
	Respondent 14 : No	
	Respondent 15 : No	

Findings of Theme 1

Table 3 below shows the result Findings of Theme 1.

Table 3: Findings for Theme 1

Findings of Theme	Respondent Answer
Knowledge	<p>‘Ya faham, kerana pernah menghadiri kursus tentang logo halal’</p> <p>All 15 respondents understood does entrepreneurs deeply understand about halal logo. Out of 15 respondents, the researcher choose respondents 10, namely Mohd Raziz bin Sharim Shukur who is the owner of Ramzia Kitchen New restaurant. The researcher choose him because he had the right answer to meet the researcher’s question. He stated that he had attended a halal logo course. This shows that the management attaches great importance to the concept of a halal logo in their business.</p>

Findings of Theme 2

Table 4 below shows the result Findings of Theme 2.

Table 4: Findings for Theme 2

Findings for Theme	Respondent Answer

Regulation	<p>‘Ya’</p> <p>A total of 15 respondents, 4 respondents said yes this restaurant exploited the halal logo to attract the customers.</p> <p>Out of 15 respondents, the researcher choose respondents 11, Mohd Zaidi Bin Abdul Nasir, 28 years old. He is the staff of Restoran Victory. The researcher choose him because his answer was yes for restaurant exploited the halal logo to attract the customers. This indicates that the restaurant is using the halal logo incorrectly to gain customers and profits. This action is wrong and violates the conditions set by JAKIM.</p>
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DISCUSSION AND RECOMMENDATION

During the entire study, there was some limitations that came out while conducting this research and collecting data from respondent. This study is focused on Misuse halal logo in a restaurant in Seremban Negeri Sembilan. The researcher has limitation based on three things which are limited time, trust issue and limited respondent. The researcher faces limited time because of time constraints to get feedback from respondents. The researcher also needs to WhatsApp them to remind the restaurant to fill in the google form.

Next, the researcher is facing a trust issue because some respondents thought the researchers were a scammer. Also ,a restaurant does not want to share their business information and personal information because they think their personal information is not safe if they give it to the researcher. The researcher also faces limited respondent because the researcher only put the limited respondent to the owner or staff of the restaurant in Seremban, Negeri Sembilan.

For the recommendation to carry out on this topic of misuse of halal logo in a restaurant, the researcher is the restaurant needs to display the halal logo to gain customers confidence. This is because it is compulsory to display the halal logo after getting the certificate and halal logo from JAKIM.

Next, the JAKIM should tighten the enforcement of the Halal logo in every restaurant. This is because, it wants to improve law and halal related enforcement so that consumers can overcome the problems and issues regarding halal and haram. This shows that law and enforcement are relevant halal conducted in Malaysia with a proper and good foundation but still needs some improvement to strengthen such enforcement further.

CONCLUSION

The purpose of the study was to determine the misuse halal logo in a restaurant in Seremban, Negeri Sembilan. The researcher have found that some restaurants misuse the halal logo in restaurants in Seremban, Negeri Sembilan. The researcher hopes that the restaurant's owner and staff have an obligation towards halal logo in their premises.

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