

**THE ROLE OF GOVERNMENT SUPPORT IN HALAL  
FOOD MANUFACTURING DEVELOPMENT IN MELAKA.**




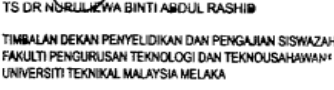
**UNIVERSITI TEKNIKAL MALAYSIA MELAKA**

## SUPERVISOR'S APPROVAL

“I hereby acknowledge that I have read this work and, in my opinion, this work is sufficient in terms of scope and quality for the submission and award of a Bachelor Degree of Technology Management (Innovation Technology) with Honors.”

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FOOD MANUFACTURING DEVELOPMENT IN MELAKA.**

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This report is submitted in partial fulfilment of the requirement for the award  
of Bachelor Technology Management (Innovation Technology) With Honors



**Faculty of Technology Management and Technopreneurs  
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**FEBRUARY 2023**

## DECLARATION

“I hereby declare that the thesis entitles “The Role of Government Support In Halal Food Manufacturing Development in Melaka” is the results of my own work except for the citation that have been duly acknowledged in references. “



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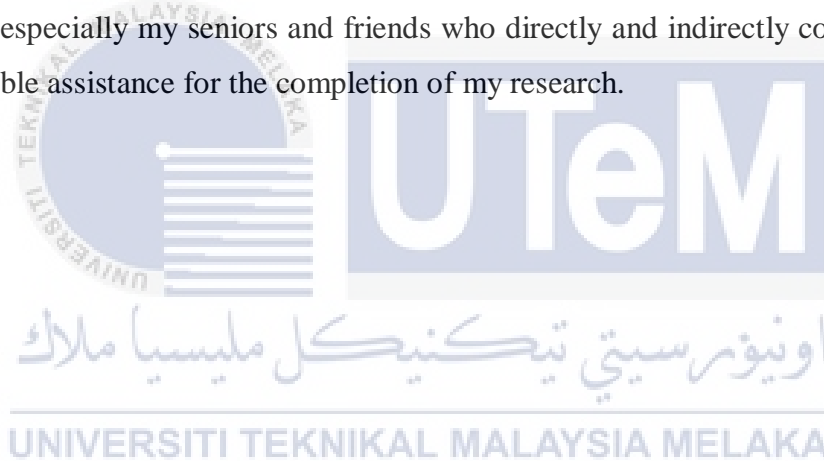
## DEDICATION

I would like to dedicate this research to my beloved parents for their unconditional love to support me along the way. Not to forget, to my supervisor who is helpful and patient in guiding me towards the right path throughout this research. Lastly, this research is also dedicated to my friends who are always there to provide assistance and motivation in my research journey



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## ABSTRACT

The government of Malaysia has been instrumental in the development of the halal food manufacturing industry in the region at Melaka. The government has implemented various initiatives and provided support in different forms to encourage the growth of this industry. There will be five respondents, the majority of whom will be managers with plenty of experience. The study's methodology is qualitative. The findings indicated that the elements and goals that were employed are related to one another and are successful in enhancing halal food manufacturing in Melaka. This approach offers a better platform to facilitate the government's support of the development of halal food manufacturing in Melaka. The government has been actively working towards the goal of establishing Melaka as a global halal hub, by promoting the region as a hub for halal food manufacturing and providing the necessary support to businesses operating in the industry. Research plays a crucial role in the development of the halal food manufacturing industry, as it helps businesses and organizations to improve their products and processes, meet regulatory requirements, and create new market opportunities. However, conducting research in this industry faces several limitations such as time and cost, availability and quality of data, external factors, limited generalizability, and bias. To overcome these limitations, research in the halal industry should be conducted with a comprehensive approach that involves multiple stakeholders and considers all aspects of the industry. Some of the recommendations for further research in the halal industry include investigating consumer preferences and trends, examining the impact of external factors, researching the halal supply chain, and examining the regulatory environment and the impact of technology. By conducting research and considering these recommendations, the government and other stakeholders in the halal industry can work towards improving the quality of products, enhancing the competitiveness of the industry, and establishing Melaka as a global halal hub.

**KEYWORDS:** *Halal Food Manufacturing: Global Halal hub: Role of Government Agencies*

## ABSTRAK

*Kerajaan Malaysia telah memainkan peranan penting dalam pembangunan industri pembuatan makanan halal di rantau ini di Melaka. Kerajaan telah melaksanakan pelbagai inisiatif dan memberikan sokongan dalam bentuk yang berbeza untuk menggalakkan pertumbuhan industri ini. Terdapat lima orang responden, yang majoritinya adalah pengurus yang mempunyai banyak pengalaman. Metodologi kajian adalah kualitatif. Penemuan menunjukkan bahawa elemen dan matlamat yang digunakan adalah berkaitan antara satu sama lain dan berjaya dalam meningkatkan pemprosesan makanan halal di Melaka. Pendekatan ini menawarkan platform yang lebih baik untuk memudahkan sokongan kerajaan terhadap pembangunan pembuatan makanan halal di Melaka. Kerajaan telah giat berusaha ke arah matlamat untuk mewujudkan Melaka sebagai hab halal global, dengan mempromosikan rantau ini sebagai hab untuk pembuatan makanan halal dan menyediakan sokongan yang diperlukan kepada perniagaan yang beroperasi dalam industri itu. Penyelidikan memainkan peranan penting dalam pembangunan industri pembuatan makanan halal, kerana ia membantu perniagaan dan organisasi untuk menambah baik produk dan proses mereka, memenuhi keperluan kawal selia, dan mencipta peluang pasaran baharu. Walau bagaimanapun, menjalankan penyelidikan dalam industri ini menghadapi beberapa batasan seperti masa dan kos, ketersediaan dan kualiti data, faktor luaran, kebolehgeneralisasian terhad dan berat sebelah. Untuk mengatasi batasan ini, penyelidikan dalam industri halal perlu dijalankan dengan pendekatan menyeluruh yang melibatkan pelbagai pihak berkepentingan dan mengambil kira semua aspek industri. Beberapa cadangan untuk penyelidikan lanjut dalam industri halal termasuk menyiasat keutamaan dan trend pengguna, mengkaji kesan faktor luaran, menyelidik rantaian bekalan halal, dan mengkaji persekitaran kawal selia dan kesan teknologi. Dengan menjalankan penyelidikan dan mempertimbangkan cadangan ini, kerajaan dan pihak berkepentingan lain dalam industri halal boleh berusaha ke arah meningkatkan kualiti produk, meningkatkan daya saing industri, dan menjadikan Melaka sebagai hab halal global.*

**KATA KUNCI:** *Pengilangan Makanan Halal: Hab Halal Global: Peranan Agensi Kerajaan*

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## CHAPTER 1

### INTRODUCTION

#### 1.1 Introduction

This chapter reflects the study's research topic about the role of government support in halal food manufacturing development in Melaka. The background of the study, problem statement, research questions, research objectives, the scope of the study and importance of the study will be discussed in this chapter. In the current era of globalization, halal industry is the latest trend in the world market. With Muslim population reaching 3 billion people, Halal industry becomes one of the fastest growing businesses in the global market. It covers sector such as finance, tourism, service, transportations, and food. Food is the essential thing in human life and the market potential for Halal food is very promising with Islam as the fastest growing religion in the world (Ismail, 2015).

#### 1.2 Research Background

According to Fischer (2015), a fascination with the morally correct Islamic way of life in Malaysia is both a product of Islam and a component of Islam itself. This trend promotes the use of halal products, which have positive effects on the family, the community, and the nation. In the case of Darul Arqam, this might include a preference for locally made and certified halal foods. Darul Arqam, which evolved amid the greater revival of Islam in Malaysia beginning in the 1970s with its own economic foundation manufacturing a range of agricultural and small commodity items, has its origins in the Darul Arqam community (Saravanamuttu, 2010; Fischer, 2015). Darul Arqam's development and promotion of an Islamic vision of Malay independence and wealth via the creation of a vast array of halal items was of the utmost importance to Muslims, particularly Malay Muslims (Fischer, 2015). Since then, halal products in Malaysia have acquired significant popularity.

The rapid development of Malaysia's halal industry, which has successfully penetrated the global market, especially in the halal food sector, has boosted Malaysia's name, making it one of the most respected and highly regarded countries. It also makes

Malaysia a preferred destination for expanding businesses related to halal goods and services. The global halal market is now estimated to be worth USD2.3 trillion and is expected to continue to grow. Currently, the Malaysian Halal industry is valued at USD30 billion and is expected to grow further by 25% in the next 5 years (HDC, 2017). This rapid development shows that the Halal industry in Malaysia is receiving a positive response in the country and also globally. It offers various opportunities for manufacturers of products and services as the demand for both increases in line with the increase in world population and also the acceptance of non-Muslim consumers towards this industry.

The Chief Executive Officer of HDC, Dato 'Seri Jamil Bidin thinks that the Malaysian halal industry is getting attention from around the world at this time due to its large market potential and high demand. The development of the industry can be seen where more and more entrepreneurs are venturing into business in the Halal industry. Apart from that, at the global level, it is found that many non-Muslim countries such as Japan, Korea, People's Republic of China, Australia and Brazil have begun to get involved in this industry and these countries see Malaysia as a leader in the development of the global Halal industry.

According to Alserhan (2019), in line with the rapid development of the world halal industry, there is a need to expand the scope of the halal industry to cover various aspects of consumer life. The Halal Industry Development Corporation (HDC) website lists seven major sectors that make up the Halal industry, namely food services and ingredients, consumer goods, finance, pharmaceuticals, cosmetics, logistics and halal tourism. This is in line with Islamic teachings that the concept of halal should cover all aspects of life from food and drink, to sources of income and also the goods used.

Considering the vast scope of this industry and the potential growth of the halal industry at the domestic and international levels, the Malaysian government is highly dedicated to the industry's continued success. This is evidenced by the development of events such as the Malaysia International Halal Showcase (MIHAS) and the establishment of bodies such as the Halal Hub Division of JAKIM and HDC, which have been entrusted with certain halal industry-related activities. As a step to encourage local entrepreneurs to go into the production of Halal items, the government has also developed the concept of Taman Halal (Halal Park) in nearly every state in Malaysia.

These steps clearly reflect the government's desire to transform Malaysia into the "global halal hub" (HDC, 2016). In addition, the development of the halal industry in Malaysia is supported by a number of additional government entities that collaborate with JAKIM and HDC and support their role. -other government entities that cooperate in the enforcement of halal regulations, such as the Ministry of Domestic Trade, Cooperatives, and Consumerism (KPDNHEP), Department of Standards Malaysia, Department of Veterinary Services, Ministry of Health Malaysia (KKM), and Local Authorities (PBT) (Zulkifli, 2007) This type of proactive and innovative government action is what distinguishes Malaysia from other nations and enables Malaysia to become a key participant in the halal market global.

### **1.3 Problem Statement**

Now, the halal food manufactures industry is a lucrative sector of international trade. The demand for halal goods and services has been the subject of a great deal of research and writing, but all of these studies have focused on the consumer's perspective. Very little research has been conducted on the producers of halal goods and services. There is little study that examines the role of government support in development of halal food manufactures sectors in Melaka

Even though research can support the assumption that the information- and equity-gap has been closed, it does not ensure that government support is an effective support on its own. This is because successful support requires multiple components working together (Seo, 2017). The studies that have been conducted in this area have uncovered evidence that leads in that general direction. Independent venture capital funds (IVC) are compared to government venture capital funds (GVC) in a study that was conducted by Bertoni and Tykvová (2016). The researchers observed that young biotech companies that were sponsored by IVCs had a higher growth in patent stock. They continue by asserting, with the backing of their data, that the influence of GVCs on an organization's innovation and invention within this particular industry is essentially nonexistent. However, they have one really intriguing discovery, which is that businesses that are supported by both IVCs and GVCs exhibit the biggest growth in patents (Bertoni Tykvová, 2018). This is the most interesting finding that they have.

These findings are consistent with those of Wiklund et al. (2016), who found that an entrepreneurial orientation within a company is required to get the full effect out of its resources, i.e., enterprise growth was only indirectly affected by resources. Those findings fit very well with the findings that were presented here. In turn, this is congruent with the strategic resource-based view that was presented earlier. According to these findings, there is evidence to suggest that money from the government has indirect consequences; but, in order for these effects to be realized, additional internal or external support is also required. This is the situation for Manufactures that are backed by IVC. They are not simply given equity because the IVC has faith in the firm and takes great satisfaction in providing mentoring and other forms of support to businesses (Harding, 2017). Something that is doable due to the fact that they typically have expertise inside the industry in which they invest and do not have an excessive number of investments to keep track of.

According to Cressy's research (2016), an undercapitalized business has approximately twice the likelihood of failing within the first couple of years of operation. However, the business would be able to expand more quickly and at a lower cost to equity if it had adequate management human capital, often known as more experienced managers. This would result in a decreased risk of the business failing. Accordingly, it is possible for some businesses to do well with only capital as support because they already possess the necessary knowledge within the organization. On the other hand, other businesses lack the crucial processes that are necessary to deploy resources effectively (Wiklund et al.2016,).

The Malaysia government provides a variety of forms of assistance to small and medium-sized businesses that have their roots in Malaysia. It includes everything from business advising to financing, and it has an overall composition that is in line with what research says is the best possible combination. However, the various forms of assistance are not linked to one another in any way, which means that a business that wants any of them must submit a separate application for each. There are several options available to anyone in need of financial assistance in Malaysia. Some are exclusive for certain industries, while others are exclusive for particular projects or activities. The business development check that is offered to small and medium-sized businesses (Manufactures) is a fantastic illustration of a type of financial help. It is a form of support that small and medium-sized businesses (Manufactures) can apply for

in order to receive money for fifty percent of the cost of a project that would improve both their competitiveness and the firm as a whole. The small and medium-sized business sector can benefit from these checks because they are intended to encourage digitalization and internationalization of operations. These are the two distinct paths that the check can be run in according to its current configuration. The Malaysia government hopes to stimulate the general competitiveness and development of the Malaysia business scene by directing small and medium-sized enterprises (Manufactures) towards one of two directions. The hope is that this will, in turn, boost economic values and lead to the creation of additional employment opportunities. As a result, this will make Malaysia a more competitive nation.

According to Higher Education Halal Studies Center, the Halal Product Guarantee Management Agency (BPJPH) (2017), the question of whether or not these sorts of government financial support fulfil their objective of assisting small and medium-sized enterprises (Manufactures) to boost their development and become more competitive remains open. The impacts of financial support from the government are not immediately apparent. Have small and medium-sized businesses (Manufactures) in Malaysia, for instance, improved as a result of the business development checks, or is it due to something else? There is also uncertainty on whether or whether small and medium-sized enterprises (Manufactures) who have received support from the government have demonstrated better improvements than the typical privately funded Manufactures.

To obtain these results, in-depth research on the subject would be required, but it would be essential to do so in order to determine whether or not it is beneficial for small and medium-sized enterprises (Manufactures) and society as a whole. What can be learned from looking at any one of the available options among the several strategies that the Malaysia government has selected. Are internationalization and digitization effective tactics, or would it be preferable to encourage small and medium-sized enterprises (Manufactures) to engage in some other activity that would lead to increased competitiveness and growth? To begin, it would be beneficial to find out whether or not the checks have resulted in the internationalization or digitization of the businesses that have been supported, as well as the impact that this has had on the competitiveness of those businesses. In addition, it would be a valuable contribution to learn what the small and medium-sized enterprises (Manufactures) themselves think of the business

development check and the way it is configured. To determine whether or not governments should give this kind of check, a good place to start would be to determine whether or not the first initial portion of the approach has been successful.

#### **1.4 Research Question**

1. What are the issues halal food manufacture in Melaka when they want to get certificate?
2. What are the roles of government agencies in halal food manufacture in Melaka perspective?
3. what is the problem facing by halal food manufacture when dealing with the government agencies?

#### **1.5 Research Objective**

1. Find the issues halal food manufacture in Melaka when they want to get certificate.
2. Figure out what are the roles of government agencies halal food manufacture perspective.
3. Explore what the problem facing by halal food manufacture when dealing with the government agencies.

#### **1.6 Scope of the Research**

The scope of this research revolves around three main parts: stage, place, and time. This research focuses on the role of government support in halal food manufacturing development in Melaka. Further, this research is proposed to do in the city of Melaka and this research will be conducted over a period of two semesters before being sent to the supervisor.

#### **1.7 Research Significance**

The present study attempts to address multiple gaps and in doing so makes important contributions. First, the study extends the limited research on the understanding of performance expectancy and its impact in halal food manufacturing development. Our study is one of the first to consider performance expectancy as an important antecedent of acceptance in halal food manufacturing

development. Second, assess the mediating role of government support organizing the development halal food manufacturing. Thus, explaining the mechanism through which performance expectancy can influence the acceptance in halal food manufacturing development.

## **1.8 Conclusion**

In conclusion, the background of the study has been formulated in this chapter related to the existence in halal food manufacturing development. The question of why the study was conducted has already been discussed in this chapter. A total of three questions and objectives of the study are presented in this chapter. The scope and importance of this research which are will be discussed in the role of government support in halal food manufacturing development in Melaka through this chapter.



## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **THE ROLE OF GOVERNMENT SUPPORT IN HALAL FOOD MANUFACTURING DEVELOPMENT IN MELAKA**

##### **2.1 Introduction**

Several government entities are involved in the management of the halal industry in Malaysia, both directly and indirectly. JAKIM and the Halal Industry Development Center are the two key agencies in Malaysia that are frequently linked with Halal Certification (HDC). The Halal Hub Division, a unique department established by JAKIM, is in charge of halal certification in particular. These two organizations serve critical roles in the Malaysian halal business, yet their duties are extremely different. JAKIM is responsible for halal certification and adherence to halal standards, whereas HDC is responsible for the growth of the local and global halal industry as well as the marketing of halal products. Apart from the Halal Hub Division, JAKIM, and HDC, the Ministry of International Trade and Industry (MITI), Malaysian Standards Department, Veterinary Services Department, Ministry of Health Malaysia (MOH), Royal Customs Department Malaysia (KDRM), and Local Authorities all play a role in the Malaysian Halal industry (PBT). Each of these organizations has a unique role in the development of the Halal industry.

Due to the expansive nature of the halal business, jurisdictional overlap is unavoidable and necessitates the participation of so many different agencies in the industry's success. In addition, the absence of a single law that controls the business as a whole also contributes to the engagement of numerous government entities. In Malaysia, there are numerous laws pertaining to Halal inspection and enforcement, including the Trade Descriptions Act 2011, Malaysian Halal Certification Procedure Manual 2017 (Second Revision)/Malaysian Halal Certification Procedure Manual 2014 (Third Revision), Food Act 1983 (Act 281), Regulations Food 1985, and Food Hygiene Regulations 2009, Animal Rules 1962, Animals Act 1953 (Revised 2006), Animals Regulations 1962, Abattoirs (Privatization) Act 1993, These stated laws delegate jurisdiction to several agencies based on the extent of the assignment and the specific cause area.

## **2.2 Halal Certification**

### **2.2.1 The Role of The Department of Islamic Development Malaysia (JAKIM)**

The Trade Descriptions Act 2011 and its subsidiary legislation are considered to be the main legislation governing the Malaysian halal industry. Although this Act is under the jurisdiction of KPDHEP, it contains provisions that outline the important role of JAKIM. Section 29 APD 2011 has empowered the Minister of KPDNHEP to appoint a competent party to issue halal certificates and logos in Malaysia. Through Paragraph 3, Trade Descriptions (Certification and Halal Marking) Order 2011, the Minister of KPDNHEP has named JAKIM and MAIN/JAIN as the authoritative agencies.

### **2.2.2 Halal Hub Division (JAKIM)**

As the official body with power in the administration of halal certification matters in Malaysia, the Halal Hub Division of JAKIM plays a crucial role in the growth of the halal industry and its consumption in Malaysia. Prior research has demonstrated that consumers have a high level of faith and trust in the JAKIM Halal certification. Consumers will be more willing to purchase and utilize Halal-certified products from JAKIM than from other organizations (Nurza, 2015). (Khaizie et al, 2015). In addition, JAKIM takes numerous measures to raise public education and awareness of concerns relating to a product's halal status. Among the efforts made is the provision of a user-friendly, continuously updated website. JAKIM welcomes questions and opinions from the general public, who can contact JAKIM via phone, email, and social media.

The Halal Hub Division of JAKIM is comprised of three principal branches: the policy and overseas branches, the Halal certificate and logo issuing branch, and the Halal management branch. This division's purpose is to verify that all items with a halal certification or that use the term halal are pure and halal in accordance with sharia law. The primary objective of establishing

this division is to implement a halal certification management system based on relevant international standards and guidelines, in addition to issuing Malaysian halal certification once payment has been received and the applicant has complied with the established procedures and conditions.

JAKIM also has the power to recognize international halal certifications. In accordance with the provisions of the Trade Descriptions (Certification and Marking of Halal) Order 2011, JAKIM is permitted to recognize foreign halal certification bodies for the purpose of verifying the halal status of raw materials and finished or partial products produced in certain countries for import purposes. The Malaysian Halal Certification Circular No. 2 of 2014, released by JAKIM, indicates that the purpose of this recognition is to ensure that the halal certification organization carries out its responsibilities by conducting halal certification and monitoring of domestically produced goods. This recognition is contingent on JAKIM imposing specific requirements. This is described in the 2014 Malaysian Halal Certification Procedure Manual (Third Revision). This Halal Certification Procedure Manual is required to ensure that there is no confusion regarding the product's quality and halal status. Importers and makers of items certified as halal by a foreign halal certification authority recognized by JAKIM must affix the halal logo or the name of the certification body to the product. Currently, JAKIM has recognized 73 Islamic organizations from 33 countries. This recognition may be stopped or revoked if JAKIM determines that the imposed conditions have not been met. (JAKIM, 2015)

Certification bodies desiring JAKIM accreditation must apply directly to the Halal Hub Division of JAKIM by completing the application form and submitting supporting documentation. The entity must be a legal entity within the state's jurisdiction. It should also have a logo as a means of establishing its identity. The capability of the certifying body to implement halal certification will be evaluated as part of a compliance audit to be done on the organization. These factors include human resources, the certification system, halal norms or guidelines, sharia and technical expertise, fatwa reference sources, management and control of certification records, and monitoring. Observational audits will also be done at slaughterhouses and some food processing companies or plants with proven auditing procedures. The audit must be conducted by a minimum

of two officials, one from the field of Islamic Affairs and the other from the relevant technical sector, based on the type of product or service requesting Halal certification. The audit results will be presented at the meeting of the Overseas Halal Certification Panel.

If JAKIM approves the application for recognition, a letter of appointment will be sent to the certification body. A list of foreign certifying bodies that are recognized abroad will be provided to the JAKIM website. After corrective action is performed, failing applicants are permitted to reapply six months from the date of the denial letter. After a period of two years from the date of accrediting, JAKIM will re-audit certification bodies based outside.

*"We can see in the APD that the APD has made a list of acceptable halal logos. Any logo that is recognized by the Islamic body is fine. But there are ways to get rid of halal logos that are not known. This is what we pressure more when it comes to education. (Jafri & Salleh, 2015)*

## **2.3 Halal Industry Development and Marketing**

### **2.3.1 The Role of Halal Industry Development Corporation (HDC)**

HDC or also known as the Halal Industry Development Corporation was established on 18 September 2006 as a result of the aspiration of the then Prime Minister, Dato 'Seri Abdullah Ahmad Badawi to make Malaysia a leading international halal hub. HDC is an established corporation in his speech during the presentation in the 9th Malaysia Plan on 31 March 2006, the establishment of HDC is aimed at developing the halal industry in Malaysia in a comprehensive and orderly manner. Among the functions of HDC is to take measures that will influence the development of the halal industry to enable companies that market halal products to join the global market, develop and promote the Malaysian halal brand, promote the concept and service of halal products throughout Malaysia.

Early in its existence, HDC was involved in the management and distribution of halal certification. However, the task has been returned to the Malaysian Department of Islamic Development (JAKIM). It seeks to enable

HDC to concentrate on international halal hub development activities. This is the correct course of action, as the role of HDC proves to be more effective when concentrated on the growth and success of the Halal industry. HDC is responsible for guaranteeing the integrity of halal standards, preserving the highest quality, and offering solutions that fulfil the requirements of Shariah principles and the commercial sector. Thus, HDC is primarily concerned with the growth of the halal industry and is not involved in law enforcement concerns.

*“HDC is not involved in enforcement issues because the matter is on under the jurisdiction of JAKIM.” (Mohd Romzi, 27 April 2015)*

According to its Chief Executive Officer, Datuk Seri Jamil Bidin, HDC has supervised more than 100 projects with a total investment value of RM8 billion since 2015. This has been accomplished through a variety of industrial development initiatives. Malaysian and multinational manufacturers, distributors, retailers, entrepreneurs, researchers, and investors have received extensive help from HDC to join the expanding worldwide halal market. Capacity building, market access, branding and promotion, and access to funding are all areas in which HDC is active. In addition, HDC has assisted over 700 local halal companies globally through the Halal Business Transformation Program (HBT) with hypermarkets and multinational corporations, such as Parkson, Aeon Jusco, Giant, Aeon BIG, Felda D'Saji, LuLu, and Angkasa, resulting in RM850 million in business transactions. In addition, through the Halal Park concept, HDC has supported the expansion of the Malaysian halal industry in a halal-oriented business community comprised of shared assets by providing infrastructural services.

Nationally, there are 13 HDC-accredited (HALMAS) halal parks and 11 non-HALMAS-accredited halal parks, which have generated \$1.8 billion in investments. Halal parks in Malaysia have been an investment magnet for foreign enterprises, particularly multinational corporations. HDC's most recent initiatives aim to drive and facilitate the establishment of key halal industry clusters or sectors, such as clusters of specially processed foods, halal ingredients, cosmetics and personal care, and livestock. The cluster's

development potential is essential for the halal market to become a new source of economic growth for the nation. Considering all of HDC's accomplishments since its foundation, Malaysia has an excellent opportunity to attain its goal of being a Global Halal Hub by 2020.

### **2.3.2 Halal Law Enforcement**

There are seven enforcement agencies: KPDNHEP, JAKIM, JAIN, KKM, JPV, KDRM, and PBT. Based on the legislative provisions of their various agencies, they must promote understanding and collaboration in halal enforcement. Reviewing the existing legislative requirements under the jurisdiction of the Federal, State, and Local Governments is necessary to strengthen the legal framework for halal control at all levels.

Prior to the APD modification, JAKIM's authority as the issuer of halal certificates was confined to overseeing only the operations of Malaysian certificate holders. JAKIM has no authority over unregistered items or parties that use counterfeit halal logos. As a result, JAKIM's available power is extremely limited and less effective, as it must rely on other agencies. If the matter involves the halal logo but there is no halal certificate or the certificate has expired, KPDNHEP must be consulted since only it has the authority to confiscate, compound, and prosecute company owners who breach applicable laws. The operation must be conducted in collaboration with the Ministry of Health's enforcement officials for matters pertaining to the cleanliness of the premises, food, and products. In matters involving the Animal Act, the Department of Veterinary Services will be involved. (Liziana & Mariam)

### **2.3.3 The Role of The Malaysian Standards Department**

JAKIM also partners with the Malaysian Department of Standards, which is responsible for producing halal food standards such as "Halal Food: Production, Preparation, Handling, and Storage - General Guidelines" (MS 1500: 2009). This standard includes instructions for the food sector about the production and handling of halal food (including nutrient supplements). It

strives to provide fundamental guidelines for food goods and food commerce or company in Malaysia for the halal certification procedure.

Halal-related standards include Halal Food: Production, Preparation, Handling, and Storage - General Guidelines (MS 1500: 2009), MS 2200: 2012 Islamic Consumer Goods - Part 2: Use of Animal Bones, Skin, and Fur - General Guidelines, MS 2200: 2008 Islamic Applied Goods - Part 1: Cosmetics, and World Academic and Research Congress 2015, among others (World -AR 2015) 9-10 December 2015, Ar -Rahim Hall, YARSI University, Jakarta, Indonesia 294 Personal Grooming - General Guidelines, MS2424: 2012: Halal Pharmaceuticals -General Guidelines, MS2400 -1: 2010 Halalan -Toyyiban Assurance Pipeline -Part 2: Management System Requirements for Warehousing and Related Activities.

#### **2.3.4 The Role of The Veterinary Department**

Specifically, for imported meat, the Veterinary Department of the Ministry of Agriculture and Agro-based Industry is responsible for halal certification. In order to import meat into Malaysia, it is now a requirement that slaughterhouses in other countries obtain recognition. The abattoir will be visited by three Malaysian officials. Officers from the Veterinary Department will inspect the condition of the cattle, officers from the Ministry of Health will evaluate the safety of animal feed, and officers from JAKIM will guarantee that the slaughtering procedure adheres to Islamic law. All meat and dairy products legally imported into Malaysia will be recognized as halal only after receiving confirmation from these three parties. This conforms to the provisions of the Animals Act of 1953. (Revised 2006).

### **2.3.5 Role of The Ministry of Health Malaysia (MOH)**

When it comes to issues concerning local and international halal certification, MOH is one of the several government entities that collaborates with JAKIM. In addition to being involved in the process of accrediting Islamic entities located outside of Malaysia, the Ministry of Health (MOH) also has a role in guaranteeing the quality and integrity of food goods, dietary supplements, and medicinal products. Provisions regulating labelling, sanitary standards, and food safety can be found in the Food Act of 1983 and the rules that were created in accordance with this Act. In order for a product to be eligible for halal certification, it must first receive permission from the Ministry of Health (MOH). All dietary supplements and food products are subject to these terms and conditions.

Aside from that, the Ministry of Health is also responsible for ensuring that slaughterhouses in other countries that want international Halal certification are safe to work in.

*"If someone wants to make a claim about the nutritional value of his food, he has to acquire approval from the Ministry of Health." We won't be able to make it halal till he receives the confirmation first. We don't check the time he made it, he claims it is correct or incorrect, but if the MOH takes action against him for the wrong claim, we will take action and we will withdraw the halal certificate. This only applies if the product receives our halal certificate. We don't check the time he made it, he claims it is correct or incorrect. Because we stipulate in the guidelines that he must comply with all applicable laws, we have given him this requirement. So automatic "* (Jafri & Salleh, 2015)

### **2.3.6 The Role of The Kastam Di Raja Malaysia (KDRM)**

The Customs Act of 1967 and the Customs (Prohibition on Imports) Order of 1988 gave the Royal Malaysian Customs the authority to make decisions regarding the problem of the importation and entrance of halal items from other countries. KDRM serves as a "cross border agency" for the entry of goods into Malaysia from other countries and vice versa. In this capacity, it

collaborates with other departments, including the Department of Veterinary Services and JAKIM itself, to carry out tasks related to the enforcement of Halal regulations.

The significance of collaboration between the two organizations was discussed at the National Halal Enforcement Convention in 2012, which was held in the United States. Cooperation efforts between JAKIM and KDRM in the handling of related tasks at the port. These tasks include checking and verifying details on halal certification by Islamic bodies recognized for the entry of meat, inspecting and monitoring all meat and meat-based products entering the country for ensure that it is indeed halal. In addition, KDRM offers assistance by ensuring that JAKIM officers receive the required training before being assigned to work at particular ports.

### **2.3.7 Role of Local Authorities (PBT)**

In Malaysia, the implementation of Halal certification is mostly the responsibility of local authorities such the Dewan Bandaraya Kuala Lumpur (DBKL), District Municipal Council, and other similar organizations. The Local Government Act of 1976 and various bylaws enacted by the Local Authority, such as the Food Premises Regulations, as well as those pertaining to Business Licensing and Advertising, grant the Local Authority the authority to enforce cleaning standards within food establishments. Every business owner is responsible for keeping the store and any food they sell clean. Indirectly, local authorities can be of assistance in promoting the advantages of halal products, which should include aspects of health (healthy), hygiene & safety (clean & safe-hygiene), nutritious (nutritious), and quality (quality) (Mohd Romzi, 2015).

## **2.4 Assistance from the Government**

According to Chen (2013), the trust between companies is more reliably shaped when institutions, such as legal rules and industry groups, are robust and consistent. In order to ensure that food is safe, government authorities are responsible for legitimizing

norms and standards (Chen, 2013). A moderate amount of trust was acquired in the government, and it was perceived as being knowledgeable, caring about the health of the citizens, and disseminating information that was somewhat accurate regarding the safety of food (Liu et al., 2014). In addition to this, the consumers' preexisting trust in their government will result in a significant underestimating of the influence that government has on the consumers' adoption of products (Qiu et al., 2012). In the end, the government plays a very significant role in ensuring the integrity of the halal food supply chain. This role includes planning, developing, implementing, regulating, promoting, and educating Muslim consumers as well as halal industrial players in the halal market (Hafiz et al., 2014). Therefore, government assistance refers to the degree to which the government assists and protects the quality and safety of halal products along the supply chain. This support can take many forms. It has been proposed that there is a considerable correlation between the support provided by the government and the performance of businesses.

## **2.5 Challenges of Government Agencies in Developing the Malaysian Halal Industry**

### **2.5.1 Provide an understanding of halal concepts and laws to Muslim and non-Muslim entrepreneurs.**

There are still a great number of business owners who do not have a strong grasp of the meaning of the term "halal" or the laws that govern its use. This is made abundantly clear by the fact that there are still businesspeople who brazenly use phrases such as "halal," "pork-free," "alcohol-free," "Muslim-made," and "bumiputra products," as well as any statement that conveys the meaning that the product has been halal certified by an appropriate authority. There are a lot of business owners out there who aren't aware of the fact that it's against the law for them to claim that their goods are halal if they haven't gotten confirmation from JAKIM first. There are also businesspeople that strive to give the impression that their products or services are halal by utilizing names that have an image of Islam associated with them or by using bumiputra or Muslim employees who cover their aurat while they are on the premises of the company. For instance, in the majority of commercial complexes' food courts, non-

Muslim shop owners will cover their aurats or place Muslim employees or cooks in front of counters in order to avoid offending customers. They believed that the conduct was sufficient to enable them to argue that the assumption they were operating under was halal.

There are businesspeople and members of the community who hold the view that it is the obligation of the authorities to ensure that all items have received halal certification, and they are not alone in this view. This assertion is not factual because the practice of halal certification in Malaysia is entirely discretionary. The government will not require business owners to seek for Halal certification and will instead leave it up to business owners to decide whether or not they want the products they sell to be certified as halal. For instance, whenever a case concerning the halal status of a product gains widespread attention, the general public is quick to point the finger at JAKIM, despite the fact that enforcement is the responsibility of multiple agencies. In some cases, the operator of the product in question has never applied for halal certification and has never stated that the product they sell is halal. It is only considered illegal for an operator to use fraudulent verification if they have not applied for verification themselves.

#### **2.5.2 To provide an understanding to consumers and Malaysians in general on the Halal certification process and the jurisdiction and role of each body involved.**

As previously noted, the enforcement of the Halal business in Malaysia is distinct and more complex than in the majority of other nations. In Malaysia, enforcement is conducted by licensed government entities, and each agency has its own authority and purpose.

Despite the fact that halal certification has been in place in Malaysia since 1974, many people are still confused or uninformed of the agencies' roles. Additionally, many business owners lack appropriate knowledge regarding halal certification application procedures. In some instances, business owners fail to obtain halal certification because they were provided incorrect counsel or

information. There are still those who hold negative views of the application process, believing it to be difficult and expensive. There are still many Malaysians who are uninformed of the existence of HDC and believe that JAKIM is responsible for all concerns pertaining to the halal business.

The low level of awareness and lack of concern regarding the implementation of the Halal industry is a major reason why many entrepreneurs, particularly bumiputera entrepreneurs, are still reluctant to apply for Halal certification, a move that will harm both the entrepreneurs and the small and medium enterprise (SME) industry. For instance, according to data from JAKIM for 2009, a total of 1,907 applications from business owners to get halal certificates were received. Only 622 applications were submitted by bumiputera entrepreneurs, whereas 1,285 applications were submitted by non-bumiputera entrepreneurs. Only 301 bumiputera business applicants out of 622 were able to secure halal certifications. This number pales in comparison to the real number of bumiputera SME owners actively conducting business across the nation. (Utusan Online, 2014)

### **2.5.3 Combating violations associated with Halal certification. Among the frequent concerns encountered:**

- I. The use of fake halal certificates;
- II. The use of halal certificates from unrecognized foreign bodies, or recognition that has been suspended/revoked;
- III. The misuse of halal marks/logos/certificates (this includes the issue of using one's own halal signage, displaying certificates of attendance to halal training courses as if the product is halal certified)
- IV. Transmission of misleading and inaccurate information without JAKIM's approval.

As they have a negative impact on the growth of the Halal industry in Malaysia, the following issues must be addressed with specific solutions. Among the proposed solution measures is the establishment of close coordination between the various agencies in order to distribute accurate information to the public and to carry out monitoring and enforcement duties.

#### **2.5.4 Overlap of Jurisdiction Between Agencies**

JAKIM is the Malaysian organisation responsible for Halal certification and enforcement. However, JAKIM's work is supplemented by a number of other bodies, each of which has its own mission, jurisdiction, and regulation (Che Rosmawati, 2015; Norazilawati, 2015, Liziana & Mariam, 2014; Jafri & Salleh, 2015). Ministry of Domestic Trade, Cooperatives, and Consumerism (KPDNKK), State Islamic Religious Council (MAIN) and State Islamic Religious Department (JAIN), Ministry of Health Malaysia (KKM), Department of Veterinary Services (JPV), and Local Authorities are among the entities engaged (PBT).

#### **2.5.5 Halal Law Enforcement**

Prior to the 2011 APD modification, law enforcement against halal product-related violations was viewed as less effective and more difficult to administer because it was carried out by two distinct entities (Zulkifli, 2007). During that period, JAKIM served only as a monitor, verifier, and witness, while only the KPDNKK could prosecute (Zulkifli, 2007; Liziana & Mariam, 2014). Amendments to the 2011 APD have granted JAKIM and MAIN the jurisdiction to warn, suspend, or revoke business licenses where JAKIM officials have been appointed as Assistant Controllers of Trade Affairs and issued authority cards. This authority card grants JAKIM officers the same authority as KPDNKK officers. However, for a conviction to be obtained, the investigation and prosecution must be effective and vigorous (Tun Abdul Hamid, 2015). Because the authority to prosecute halal products falls under the jurisdiction of the Civil Court, the problem that JAKIM must confront is that its employees involved in prosecution must be qualified to practice in the Civil Court (Zulkifli, 2007). In addition to attending prosecution courses offered by KPDNKK (Liziana & Mariam, 2014), they must be exposed to monitoring, investigation, and raid processes as well as relevant laws such as the Evidence Act and the Criminal Procedure Code (Mustafa & Azlin, 2014; Liziana & Mariam, 2014).

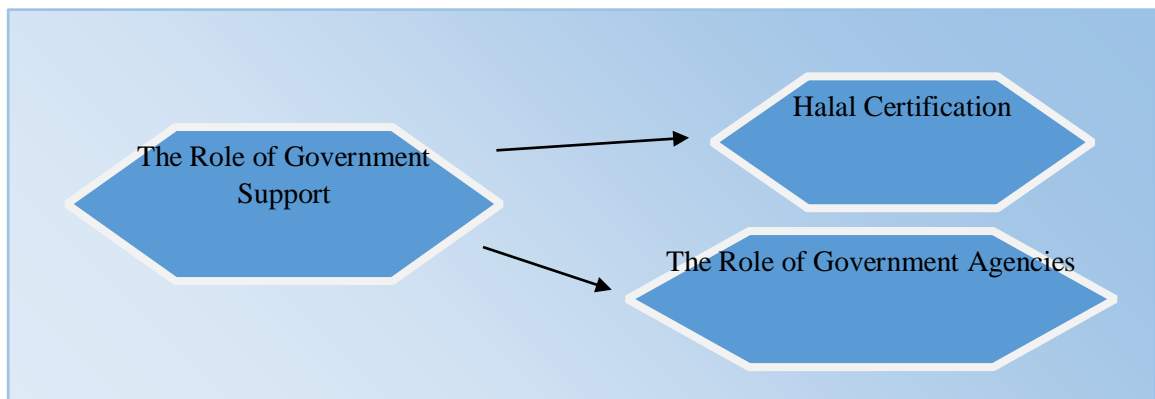
To date, however, JAKIM officials have not brought any prosecutions over halal instances. The majority of prosecutions have been handled by KPDNKK. This indicates that JAKIM's investigation and prosecution have not been tested (Tun Abdul Hamid, 2015). The Chief Syariah Prosecutor has the authority to prosecute violations of section 42 of the Syariah Criminal Offences (Federal Territories) Act 1997 relating to the misuse of the halal mark (Zulkifli, 2007; Liziana & Mariam, 2014). The concern is whether the prosecutorial authority granted to JAKIM officials can actually be exercised.

#### **2.5.6 Improving the system of enforcement and control of compliance with halal standards and integrity among entrepreneurs.**

On occasion, JAKIM enforcement authorities will be required to suspend or revoke the Halal certification provided to operators due to non-compliance with the conditions. The most recent instance is the temporary suspension of the halal certifications of Secret Recipe restaurant and Sweeties bakery for violations including hygiene. Entrepreneurs must be more devoted and accountable to ensuring that their products comply with Shariah and Halal standards that have been established, and enforcement agencies must exert greater effort to monitor compliance with standards among business owners.

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## 2.6 Conceptual Framework



**Figure 1: Halal Certification, Government Agencies, Government Support  
Conceptual Framework**

Based on the research, we developed a theoretical model that links Halal certification, government support, and logistics performance (see Figure 1). The Resource-based View Theory (RBV) and Institutional Theory are the underlying theoretical framework shown in Figure 1. Specifically, the coercive isomorphism of the Institutional Theory explains the direct and moderating role of the government factor.

The RBV theory posits that any resources made available to a firm, if used effectively and efficiently, could be the source of competitive advantage (Defee et al., 2010). In addition, Barney (1991) emphasized that a firm's resources should be valuable, rare, difficult to imitate, and no substitutable. The application of RBV theory in logistics research is well established (Olavarrieta and Ellinger, 1997) and is relevant because logistics performance can be influenced by the availability of both tangible and intangible resources (Karia and Wong, 2010). With that in mind, Halal certification is considered a resource to an organisation, and could be the source of logistics performance. In perspective, we argue that Halal certification can be both tangible (certification, logo, process guidelines) and intangible (image and reputation) resources to logistics service providers. Therefore, if Halal certification is effectively used or efficiently applies within internal processes and operations, it can serve as a source of positive logistics performance, by promoting, for instance, a larger market share, satisfied customers, business innovation, or favorable financial outcomes.

## 2.7 Conclusion

Overall, the roles played by the involved government bodies can be broken down into numerous important areas, including the following:

### **2.7.1 Management**

JAKIM and HDC are the bodies directly responsible for the management of the Halal industry. The Halal Hub Division of JAKIM is responsible for supervising and monitoring aspects of Halal certification and its enforcement, while HDC contributes to the international expansion of the Halal industry. Other organizations provide support inside their own jurisdictions. JAKIM will collaborate with the MOH and the Veterinary Department, for instance, to ensure that a foreign body is qualified to give Halal certificates that are acceptable in Malaysia when it comes to accrediting foreign entities for Halal certification. JAKIM officials receive substantial assistance from KPDKKN, KKM, and local authorities like as Kuala Lumpur City Hall (DBKL), State City Council, and District Council in implementing local Halal certification.

### **2.7.2 Conducting Research**

Recognizing the importance of research to the growth of the halal business, JAKIM and HDC collaborate closely with several research centers and Institutions of Higher Learning (IPT) in Malaysia to perform a variety of Halal-related research studies. This resulted in the establishment of a number of Halal-related research organizations, including the Halal Product Research Institute (IPPH) (UPM), the Halal Research and Management Institute (IHRAM) (USIM), and the International Halal Research and Training Institute (INHART) (UIA). The significance of research organizations in this market cannot be denied. In addition to the results of their study, research organizations such as IPPH provide JAKIM with support services by lending laboratories and equipment. (Jafri & Salleh, 2015)

### **2.7.3 Instructional and awareness campaigns**

Government authorities occasionally take initiatives to promote entrepreneurs' and customers' understanding of the concept of Halal Toyyiban and the significance of Halal certification. This is essential for fostering accountability and acceptance among entrepreneurs who value Halal purity in their business practices. Consumers will have greater assurance while purchasing and consuming Halal-certified items. Through teaching initiatives in schools, halal exhibitions, campaigns in the mainstream media, and community activities, efforts are made to educate and raise awareness. In addition, government institutions such as JAKIM and HDC distribute pamphlets and articles pertaining to certification and the halal industry in order to educate the public and prospective enterprises. HDC also provides a complete knowledge management center on its premises for those interested in Halal industry-related information.

### **2.7.4 Expertise in Halal workforce development**

The rapid growth of the Halal industry necessitates personnel in various Halal-related areas to support industry demand, including public relations and marketing activities, promotion and development of capacity for Halal advisers or consultants, Halal slaughter supervisors, and Halal executives for organizations.

Every single government agency that is participating in this has a crucial part to play. The growth of the halal business in Malaysia is the cumulative consequence of the efforts and collaboration of all of the various stakeholders involved. On the other hand, there are some things that need to be improved, such as enhancing the level of understanding and collaboration between the agencies that are involved in law enforcement on the basis of the legal requirements that apply to their own agency. There is a possibility that problems involving authority, importance, or uncertainty over knowledge will arise from time to time. In the long run, the passage of the Halal Act and the formation of a specialized commission with the aim of overseeing and policing any and all

issues pertaining to Halal may be sufficient to resolve this issue once and for all.



## **CHAPTER 3**

### **METHODOLOGY**

#### **3.1 Introduction**

The research methodology used in the preparation of this article is a literature review with document content analysis methods as well as face-to-face interviews with the bodies involved. The researcher conducted unstructured interviews with representatives from the Halal Hub, JAKIM and HDC. Additional information was obtained from references to various documents and official websites of the relevant agencies. The study also uses content analysis methods on literature data obtained from scholars, newspaper clippings and relevant websites. The information obtained is used to see the importance and challenges faced by bodies related to the enforcement of the halal industry in Malaysia.

#### **3.2 Research Design**

According to Churchill & Iacobucci (2005), the word "research design" refers to a set of methodologies and procedures used in this study to conduct the analysis. The phrase "research design" refers to the primary method for constructing the data collection and processing framework for a study. It often gives an in-depth understanding of possible content sources, data gathering mechanisms, and data tools. According to McMillan and Schumacher (2010), the research design is the segment in which the researcher tries to divert the research focus to the topics and progress to the analysis phase of the research. Only the project concept serves as a systematic planning process that guides the analysis and bridges the gap between the study topic and the analysis technique. Sileyew (2019) justifies the importance of choosing a viable research method, stating that "selecting a research methodology is a crucial task in the project design phase because it dictates how specific data can be gathered for a report," and that "the research design method entails several closely linked judgments."

### **3.2.1 Exploratory Research**

Exploratory research and descriptive research are the two possible types of research designs that may be used in this portion of the study. Exploratory research is a study conducted on an issue that has not been investigated more thoroughly and tries to identify priorities, build operational definitions, and enhance the final research plan. This type of research may be conducted on a variety of topics. Research that is exploratory helps researchers find the most effective research design, technique of data gathering, and subjects to study. Research that is descriptive seeks to characterize the qualities of the population being examined or the phenomena being investigated. For instance, the goal of a descriptive study is to paint a picture of a circumstance, person, or event; to demonstrate the ways in which things are connected to one another; and to explain how things occur in their natural state (Blumberg, Cooper and Schindler, 2005) however, according to Boru (2018), an explanatory research design is described as an investigation that seeks for explanations and causes and provides data to either support or deny a prediction or theory.

The procedure is carried out in order to define and reveal such linkages between the various components of the phenomena that are being examined. Each study mode is designed to accommodate a certain type of investigation, and they each have their own unique set of limitations. Descriptive studies, for instance, are unable to shed light on the factors that led to the occurrence of a certain event and are best suited for study fields that are still relatively uncharted (Punch, 2005). The explanatory research design was going to be utilized in the analysis of this specific piece of research. The purpose of the explanatory research design is to investigate a situation or a subject in an effort to gain a better understanding of the characteristics of the research topics being investigated. In all likelihood, the review of the study would begin with a straightforward question regarding "how" and "why" the two connect to one another.

### **3.3 Methodological Choice**

They are three methodological possibilities to do a study, there are qualitative, quantitative and mixed approaches (Saunders et al, 2017). (Saunders et al, 2017) The focus these strategies have on obtaining meaningful information is what distinguishes them the most. Qualitative research involves collecting and analyzing non-numerical data (e.g., text, video, or audio) to understand concepts, opinions, or experiences. It can be used to gather in-depth insights into a problem or generate new ideas for research. Qualitative research is the opposite of quantitative research, which involves collecting and analyzing numerical data for statistical analysis. Qualitative research is commonly used in the humanities and social sciences, in subjects such as anthropology, sociology, education, health sciences, history, etc. Quantitative data is made up of numbers, quantities, and measurements that can be statistically analyzed and interpreted in a consistent way. Quantitative research, in layman's terms, is research that relies on a large number of samples to generalize a result or establish shared simulated experiences. According to Saunders et al. (2019), one method to separate quantitative from the qualitative analysis is the contrast between quantifiable forms such as numbers and non-numerical material such as words, images, audio files, video samples, and other associated resources. The qualitative technique does not rely consider practical and theoretical limitations in analyzing and interpreting their data. Qualitative research suffers from unreliability, subjectivity, limited generalizability and labor-intensive.

The qualitative approach was chosen by the researcher because it allows for used to understand how people experience the world. While there are many approaches to qualitative research, they tend to be flexible and focus on retaining rich meaning when interpreting data. Common approaches include grounded theory, ethnography, action research, phenomenological research, and narrative research. They share some similarities, but emphasize different aims and perspectives.

### **3.3.1 Qualitative research design**

According to Leavy, P. (2022), qualitative research is generally characterized by inductive approaches to knowledge building aimed at generating meaning. Researchers use this approach to explore; to robustly

investigate and learn about social phenomenon; to unpack the meanings people ascribe to activities, situations, events or artifacts; or to build a depth of understanding about some dimension of social life. The underlying qualitative research, include the importance of people 's subjective experiences, meaning-making processes and acquiring a depth of understanding (i.e., detailed information from a small sample). Qualitative research is generally appropriate when the people primary purpose is to explore, describe, or explain. The use of data in qualitative research-in order to decide which way, the interpretation should move forward, or using the data to generate hypotheses and new research questions is precisely the strong asset of qualitative research (Ishtiaq, M. 2019).

The researchers use qualitative research to explore the role of government support in halal food manufactures in Melaka. This is to show that this research study is qualitative and little bit quantitative to get information and, also the researcher will collect primary data using the interview and reliable questionnaire.

### **3.4 Data sources**

The techniques of data collection were centered on getting the information required to achieve the objectives. Primary data is the information that has been collected for the first time. Furthermore, primary data provides more accurate time information. There are two sorts of information and data sources to be processed: primary and secondary. In this study, the researcher will examine both secondary and primary data sources, using a questionnaire to gather primary data for analysis and five participants were interviewed individually and took approximately an hour to allow more in-depth information to be collected. As open-ended questions were used in the interviews, it allows researcher to probe within until the saturation point is reached.

#### **3.4.1 Primary data**

Primary data is defined as the information that is developed or collected specifically for the research project. For example, the primary data sources are the industry's working environment (observation and photography) and industry employees (management and bottom workers by interview, questionnaires and discussions). Specified primary data are more trustworthy and have a greater

degree of confidence in the decision-making process, with the reliable analysis being directly associated with the occurrence of events (Kassu Jilchs 2019).

The core data for the research are acquired by interviewing industry representatives on how they handle their products before distributing them to retailers. *Primary Sources:* Primary data is collected by internal report and data of The Industry Rubber Melaka and Malaysia

### **3.4.2 Secondary data**

The majority of academics have traditionally relied on secondary data to get information for their studies. Secondary data was described as information collected by someone else in the past. In addition, secondary data are gathered by a person unconnected to the research project who collected them for a different cause and at a different time in the past and is collected by someone other than the researcher and with another purpose (Panchenko, L., & Samovilova, N. 2020).

By reading papers and scholarly publications, the researcher assessed the data pertinent to the study issue. Using the Google Scholar website, the researcher gathered secondary data to satisfy the study goals.

*Secondary Sources:* The secondary data is data, which is collected and compiled from different sources and are used in research for this study. The secondary data include material collected from

- Journal
- Website
- Newspaper

### **3.5 Research Location**

Melaka Halal Hub has been chosen as the research location since it is the nearest location by Universiti Teknikal Malaysia Melaka (UTeM) and located at Lot 125, Bangunan Anchor Kawasan Perindustrian Melaka Halal Hub, Serkam, 77300, Melaka.

The location will be particular to the Melaka Halal Hub firm whose employees are at the executive level or higher. .



**Figure 2: Map**

### **3.6 Research Strategy**

According to Easterby-Smith et al. (2012), a research strategy is a broad plan for how to respond to the researcher's research questions. In basic terms, a research strategy is a way of proposing answers to research issues and determining how to execute procedures to get those solutions. According to Saunders et al., research methodologies are accessible in various forms to be undertaken by the researcher, including experiments, surveys, archival and documentary research, case study, ethnography, action research, grounded theory, and storytelling (2019). Experimental and survey research are appropriate research methodologies.

As previously stated, the study was conducted using a quantitative manner. As a result, experimental and survey research are appropriate to study methodologies. There are many methods to perform a survey, including using a questionnaire. A survey is a tool that allows a researcher to gather a large quantity of data from a small group of people. The data may then be evaluated using descriptive and inferential analytic tools, and the data collection approach allows the researcher additional flexibility. Next, in terms of the experimental research approach, the goal is to investigate chance connections in a study of natural science applications. To put it another way, to see whether a change in the independent variable causes a change in the dependent variable. The number of independent variables might vary, hence there is no predetermined number of variables. In a traditional experiment, two or more groups are formed, one of which is designated as the experimental group.

### **3.7 Time Horizon**

The amount of time that research is undertaken is measured by the time horizon. Longitudinal and cross-sectional time frames are the two forms of time horizons. The first type, longitudinal research, is defined as research that is measured incrementally over time at multiple points, whereas the second type, cross-sectional research, is defined as research that consists of snapshots of a single time and only one data collection phase in order to answer the research questions and continue the study. Because this study only concerns particular events at a certain moment, the researcher will utilize cross-sectional data to conduct the study.

### **3.8 Conclusion**

In this chapter, we looked at the many aspects of the study. In addition, the procedures that were found to be the most appropriate for this study were chosen after taking into account the research design. The integration of the role of government support in halal food manufacturing development is a clearly understudied problem, as shown by the results of a comprehensive literature review that was conducted. The researcher intends to examine this influence on performance by developing a series of performance tests that are based on the findings of the study. As a consequence of this, methods based on interviews will be utilized to carry out an inductive study design. In other words, qualitative research approaches will be utilized in order to increase the study's level of rigor and give findings that are more representative.

## CHAPTER 4

### RESULT AND DISCUSSION

#### 4.1 Introduction

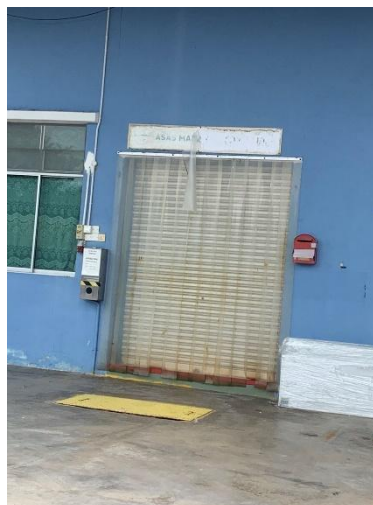
Below are some findings throughout the project such as previous research regarding chosen topic, the role of government support in halal food manufacturing development in Melaka and other medium such as interviews, user feedback has been carried out to get proper results.

#### 4.2 Respondents Profile

##### Respondent 1

	Directors of the company
Asas Matahari Sdn. Bhd	
<p>- The year your company operates September 24, 1997 is the year this company started operating</p> <p>- Type of product produced Our company processes chicken fillets, meat, crab, tuna etc., tuna-based products (frozen), marinated products (chicken satay, meat &amp; tuna), frozen products and paste.</p>	

**Table 1: Respondent 1**



**Figure 2: Asas Matahari Sdn. Bhd.**

**Respondent 2**

	Founder of the company
MK Biofood and Beverages	
<p>- What year did your company operate?</p> <p>The year our company operates is 2017.</p> <p>- What types of products does your company produce?</p> <p>The main products are in the production of probiotic drinks and ice cream or known as yogurt. Apart from producing products, we also breed bacteria.</p>	

**Table 2: Respondent 2**



**Figure 3: MK Biofood and Beverages**

**Respondent 3**

	Supervisor of Ecom Department
Hanuris Food Sdn. Bhd.	
<p>- The year your company operates</p> <p>If you follow the history of Hanuris 2011 was established, we will only start Hanuris Food Sdn Bhd officially in 2020</p> <p>- Type of product produced</p> <p>If it is issued for the time being, only "Belacan"</p>	

**Table 3: Respondent 3**



**Figure 4: Hanuris Food Sdn. Bhd**

**Respondent 4**

	Manager
Rezki Baroqah Jaya Trading	
<p>- What year did your company operate?</p> <p>We have 2 branches, the first in Klang Valley in 2017, and in Melaka Halal Hub in 2018.</p> <p>- What types of products does your company produce?</p> <p>We produce frozen products, and more specifically meatballs and chicken.</p>	

**Table 4: Respondent 4**



**Figure 5: Rezki Baroqah Jaya Trading**

**Respondent 5**

	Sales Operations Assistant
AZ Armada Legacy Resources	
<p>- What year did your company operate?</p> <p>Our company started operating in 2019.</p> <p>- What types of products does your company produce?</p> <p>We produce stevia sugar products.</p>	

**Table 5: Respondent 5**



**Figure 6: AZ Armada Legacy Resource**



**Figure 7: Melaka Halal Hub Sdn. Bhd.**



### 4.3 Obtaining Certificate Issues

#### 4.3.1 Lack of documentation management skills

Obtaining certifications such as halal, HACCP, GMP, ISO 22000, BRC, and FSSC 22000 can be a complex and time-consuming process. The requirements for obtaining these certifications vary depending on the type of certification and the industry. In general, companies must demonstrate compliance with a set of standards and regulations, and may need to undergo audits and inspections to verify their compliance.

To obtain a halal certificate, companies must demonstrate that their products and production processes meet the requirements of Islamic law and are free from prohibited ingredients. This often involves obtaining certification from a recognized halal certification body, which conducts inspections and audits of the company's facilities, products, and processes.

For HACCP, GMP, ISO 22000, BRC, and FSSC 22000, the company must have a food safety management system in place, which includes the identification and control of hazards that could affect food safety, regular monitoring and verification of the system, and ongoing improvement. This often involves undergoing a certification process that includes an initial assessment and regular audits to ensure ongoing compliance.

Overall, obtaining certifications can be a complex and time-consuming process, but it is important for companies to demonstrate their commitment to producing safe and high-quality products that meet industry standards and regulations.

*“The requirements for obtaining these certifications vary depending on the type of certification and the industry. In general, companies must demonstrate compliance with a set of standards and regulations, and may need to undergo audits and inspections to verify their compliance. We have a team dedicated to ensuring that we meet all the requirements and maintain the certifications.”*- Reported an interview



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#### **4.3.2 Lack of understanding certification process**

Another lack of understanding certification process that companies may face is inadequate documentation and record-keeping. Companies may not have adequate documentation and records in place to demonstrate compliance with the certification requirements. This can make it difficult to pass an audit and obtain certification.

Inadequate systems and procedures are also an obstacle that companies may face. Companies may not have adequate systems and procedures in place to meet the requirements of the certification, such as a food safety management system for HACCP, GMP, ISO 22000, BRC, and FSSC 22000. This can make it difficult to pass an audit and obtain certification. Inadequate resources such as personnel or equipment can also be an obstacle to getting certification. Furthermore, companies may not be in compliance with relevant laws and regulations, which can make it difficult to obtain certification.

Finally, even if a company is able to obtain a certification, it can be difficult to maintain it. Certification requires ongoing compliance with the certification requirements and regular audits, which can be time-consuming and resource-intensive. It is important for companies to understand the requirements of the certification they are pursuing, and to have adequate systems, procedures, and resources in place to meet those requirements. Many certification bodies offer guidance and support to help companies through the certification process.

#### **4.4 Role of Government Agencies**

The government of Melaka plays a crucial role in the development of the halal food manufacturing industry in Melaka through the provision of various forms of assistance.

#### **4.4.1 Regulations and standards**

Regulations and standards play a critical role in the development of the halal food manufacturing industry in Melaka. The government of Melaka establishes guidelines and standards for halal certification which helps to ensure that halal food products meet the necessary standards and that they are produced in accordance with Islamic law. These regulations and standards help to ensure the quality and safety of halal food products, and provide assurance to consumers that the products they are buying are halal and safe for consumption.

The regulations and standards for halal certification typically include guidelines on the ingredients and processes used in the production of halal food products, as well as requirements for the facilities and equipment used in the production process. These guidelines are designed to ensure that halal food products are produced in a clean and hygienic environment, and that they are free from any non-halal ingredients or contaminants.

In addition to setting regulations and standards for halal certification, the government of Melaka also works to enforce these regulations and standards. This may include regular inspections of halal food manufacturing facilities to ensure that they are in compliance with the guidelines and standards for halal certification, as well as penalties for non-compliant facilities.

Overall, the government's regulations and standards for halal certification play a crucial role in ensuring the quality and safety of halal food products, and provide assurance to consumers that the products they are buying are halal. This helps to promote the development of the halal food manufacturing industry in Melaka and increase the trust of consumers in the halal food industry.

#### **4.4.2 Promotions and marketing**

Promotions and marketing are important tools used by the government of Melaka and industry organizations to increase awareness of

halal products and services from Melaka and to promote exports. Promotions and marketing activities can include trade fairs, exhibitions, and other marketing events where halal products and services from Melaka are showcased to potential buyers and investors. These events can help to create awareness about the halal industry and highlight the quality and diversity of halal products and services available from Melaka.

The government of Melaka also promotes halal products and services through various marketing campaigns, such as advertising and public relations efforts. This may include using social media, online marketing, and other digital marketing techniques to reach a wider audience and increase awareness of halal products and services from Melaka.

In addition to promoting halal products and services, the government of Melaka and industry organizations also work to promote the Melaka Halal Hub as a destination for halal-related business and investment. This includes highlighting the infrastructure and logistics available within the hub, as well as the various incentives and support provided by the government for halal-related businesses.

Overall, promotions and marketing play an important role in the development of the halal food manufacturing industry in Melaka. By increasing awareness of halal products and services from Melaka, and by promoting the Melaka Halal Hub as a destination for halal-related business and investment, the government of Melaka and industry organizations can help to create job opportunities, boost economic growth, and promote trade and investment in the halal industry.

#### **4.4.3 Infrastructure and logistics**

Infrastructure and logistics play a critical role in the development of the halal food manufacturing industry in Melaka. The government of Melaka works

to create a halal industrial zone within Melaka Halal Hub, which provides an infrastructure and logistics to facilitate the development of the halal industry.

The infrastructure and logistics within the halal industrial zone may include facilities such as warehouses, cold storage, and transportation services. These facilities can help to reduce costs and improve efficiency for halal food manufacturers, as they provide a central location where halal food products can be stored, packaged, and distributed.

In addition to providing physical infrastructure, the government of Melaka also works to improve logistics within the halal industrial zone by providing transportation services such as road, rail, and sea transport, which can help to reduce transportation costs and improve the delivery of halal food products. This can help to make the halal food products more competitive in the global market.

The government of Melaka also supports the halal food manufacturing industry by providing various services such as assistance with regulatory compliance, research and development, and training, which can help to improve the quality and competitiveness of halal food products.

Overall, the infrastructure and logistics provided by the government of Melaka within the halal industrial zone play a critical role in the development of the halal food manufacturing industry in Melaka. They provide halal food manufacturers with a supportive and conducive environment to operate in, which can help to reduce costs and improve efficiency, and make the halal food products more competitive in the global market.

#### **4.4.4 Financial incentives**

Financial incentives provided by the government of Melaka play a critical role in the development of the halal food manufacturing industry in Melaka. These incentives help to reduce costs and improve the competitiveness of halal food manufacturers in Melaka. The government of

Melaka provides various financial incentives such as tax incentives, grants, subsidies, soft loans, and technical assistance to halal food manufacturers. Tax incentives, for example, help reduce the tax burden of halal food manufacturers and allow them to invest in new equipment, technology, and other assets.

Next, grants on the other hand, help halal food manufacturers with the costs of research and development, expansion, and other business-related expenses. Subsidies are provided to halal food manufacturers to help them reduce their costs and improve their competitiveness. Soft loans with low-interest rates are also provided by the government to help halal food manufacturers with the costs of expansion, modernization, and other business-related expenses.

Apart from that, technical assistance such as training and consultation services are also provided by the government to help halal food manufacturers improve their operations, increase productivity, and develop new products. These financial incentives can help to reduce the costs of doing business for halal food manufacturers in Melaka, making them more competitive in the global market, and promoting the growth and development of the halal food manufacturing industry in Melaka.

#### **4.4.5 Building Network with other Parties**

Collaboration with the private sector is an important aspect of the government's support for the development of the halal food manufacturing industry in Melaka. The government of Melaka works with industry associations, research institutions, and other organizations to create a more conducive environment for the halal industry.

One way the government of Melaka collaborates with the private sector is by working with industry associations to develop and promote the halal industry. These industry associations may include groups representing

halal food manufacturers, halal product distributors, and other halal-related businesses. By working with these groups, the government of Melaka can gain insight into the needs and concerns of halal food manufacturers, and can provide support and assistance to help these businesses succeed.

The government of Melaka also works with research institutions and other organizations to develop and promote the halal industry. This may include funding research and development projects to improve the quality and competitiveness of halal food products, or working with universities and other institutions to provide training and education to halal food manufacturers.

In addition, the government of Melaka also works with private companies and investors to develop and promote the Melaka Halal Hub as a destination for halal-related business and investment. This includes highlighting the infrastructure and logistics available within the hub, as well as the various incentives and support provided by the government for halal-related businesses.

Overall, collaboration with the private sector is crucial for the development of the halal food manufacturing industry in Melaka. By working with industry associations, research institutions, and other organizations, the government of Melaka can gain insight into the needs and concerns of halal food manufacturers, and can provide support and assistance to help these businesses succeed.

#### **4.4.6 Education and awareness**

Education and awareness are important aspects of the government's support for the development of the halal food manufacturing industry in Melaka. The government of Melaka works to educate and raise awareness about the halal industry, particularly among consumers, small and medium-sized enterprises, and other stakeholders.

One way the government of Melaka educates and raises awareness about the halal industry is through public campaigns, such as advertising and public relations efforts. This may include using social media, online marketing, and other digital marketing techniques to reach a wider audience and increase awareness of halal products and services from Melaka. This can help consumers to make informed decisions about halal products and services, and to trust the halal products from Melaka.

The government of Melaka also works to educate and raise awareness about the halal industry by providing training and education to halal food manufacturers, distributors, and other stakeholders. This may include providing training on halal certification, food safety, and other topics to help halal food manufacturers produce safe and high-quality products.

In addition, the government of Melaka also works to educate and raise awareness about the halal industry by providing information and resources to consumers, small and medium-sized enterprises, and other stakeholders. This may include providing information on halal certification, food safety, and other topics through websites, brochures, and other materials.

Overall, education and awareness play an important role in the development of the halal food manufacturing industry in Melaka. By increasing awareness of halal products and services from Melaka, and by providing education and training to halal food manufacturers and other stakeholders, the government of Melaka can help to create job opportunities, boost economic growth, and promote trade and investment in the halal industry.

#### **4.5 Challenge of government agencies**

There are several challenges that government agencies may face when working to support the development of the halal food manufacturing industry in Melaka. Some of these challenges include:

##### **4.5.1 Limited resources**

Limited resources are a common challenge that government agencies may face when working to support the development of the halal food manufacturing industry in Melaka. Resources such as funding and personnel, are critical for government agencies to provide the necessary support for the halal food manufacturing industry. Without sufficient resources, government agencies may find it difficult to provide the necessary support for the industry.

For example, without sufficient funding, government agencies may not be able to provide financial incentives, such as grants and subsidies, to halal food manufacturers. This can make it more difficult for these manufacturers to reduce costs and improve their competitiveness. Additionally, without sufficient funding, government agencies may not be able to provide training and education to halal food manufacturers and other stakeholders.

Similarly, without sufficient personnel, government agencies may not be able to provide the necessary support for the halal food manufacturing industry. For example, without sufficient personnel, government agencies may not be able to provide technical assistance and consultation services to halal food manufacturers. Without sufficient personnel, government agencies may also not be able to conduct regular inspections of halal food manufacturing facilities to ensure compliance with regulations and standards.

Overall, limited resources can make it difficult for government agencies to provide the necessary support for the halal food manufacturing industry in Melaka. This can make it more difficult for halal food manufacturers to reduce costs, improve their competitiveness and develop their businesses. Government agencies may have to find creative solutions to overcome these limitations and support the industry.

#### **4.5.2 Complex regulations**

Complex regulations are a challenge that government agencies may face when working to support the development of the halal food

manufacturing industry in Melaka. The halal food industry is regulated by various government agencies, each with their own set of regulations and standards. This can make it difficult for halal food manufacturers to navigate the regulatory landscape and comply with all the necessary requirements.

For example, different government agencies may have different requirements for halal certification, food safety, and labeling. This can make it difficult for halal food manufacturers to understand and comply with all of the necessary regulations. Additionally, these regulations may be subject to change, which can further complicate the situation for halal food manufacturers.

Similarly, different countries have different halal certification standards, which can make it difficult for halal food manufacturers in Melaka to access international markets. This can limit the opportunities for growth and expansion for halal food manufacturers.

Furthermore, the lack of standardization in halal certification process may not always be consistent across different regions, which can make it difficult for halal food manufacturers to comply with the regulations and standards.

Overall, complex regulations can make it difficult for halal food manufacturers to understand and comply with the necessary requirements. This can increase the cost of doing business for halal food manufacturers and make it more difficult for them to compete in the global market. Government agencies must work to provide guidance and support to halal food manufacturers to help them navigate the regulatory landscape and comply with all necessary regulations and standards.

#### **4.5.3 Lack of coordination**

Lack of coordination among government agencies is a challenge that can affect the support provided to the halal food manufacturing industry in

Melaka. When government agencies do not work together effectively, it can lead to duplication of effort and a lack of coordination in the support provided to the halal food manufacturing industry.

For example, without proper coordination, different government agencies may provide conflicting or duplicative support to halal food manufacturers, which can be confusing and inefficient. Additionally, without proper coordination, different government agencies may not share information or resources, which can make it difficult for halal food manufacturers to access the support they need.

Furthermore, without proper coordination, different government agencies may not have a clear understanding of the needs and concerns of halal food manufacturers, which can make it difficult to provide targeted and effective support.

Overall, lack of coordination among government agencies can make it difficult for the halal food manufacturing industry in Melaka to access the necessary support and assistance. This can hinder the growth and development of the industry. To overcome this challenge, government agencies must work closely together, share information and resources, and coordinate their efforts to provide the most effective support to the halal food manufacturing industry.

#### **4.5.4 Low of awareness**

Limited awareness is a challenge that government agencies may face when working to support the development of the halal food manufacturing industry in Melaka. Government agencies may not always be fully aware of the needs and concerns of halal food manufacturers, which can make it difficult to provide the necessary support and assistance.

For example, without a clear understanding of the needs and concerns of halal food manufacturers, government agencies may not be able to provide

targeted support and assistance to these manufacturers. This can make it difficult for halal food manufacturers to access the support they need to grow and develop their businesses.

Additionally, limited awareness among government agencies can lead to a lack of understanding of the halal food industry and its potential for growth. This can make it difficult for government agencies to create effective policies and strategies to support the development of the halal food manufacturing industry in Melaka.

Furthermore, limited awareness among government agencies can also lead to a lack of understanding of the halal food industry and its potential for growth, which can make it difficult for government agencies to create effective policies and strategies to support the development of the halal food manufacturing industry in Melaka.

Overall, limited awareness among government agencies can make it difficult for halal food manufacturers to access the support and assistance they need. This can hinder the growth and development of the halal food manufacturing industry in Melaka. Government agencies must work to increase their understanding of the needs and concerns of halal food manufacturers and the potential of the halal food industry to create effective policies and strategies to support the development of the industry.

#### **4.5.5 Limited access to funding**

Limited access to funding is a common challenge faced by halal food manufacturers, which can make it difficult for them to expand and grow their businesses. Without sufficient funding, halal food manufacturers may not be able to invest in new equipment, technology, and other assets, which can make it difficult for them to reduce costs and improve their competitiveness.

For example, without sufficient funding, halal food manufacturers may not be able to expand their operations or develop new products. This can make

it difficult for them to increase their sales and revenue and thus limit their ability to grow their businesses. Additionally, without sufficient funding, halal food manufacturers may not be able to invest in marketing and advertising efforts, which can make it difficult for them to reach new customers and increase their sales.

Furthermore, limited access to funding can also make it difficult for halal food manufacturers to comply with regulations and standards. This is because, without sufficient funding, halal food manufacturers may not be able to invest in the necessary equipment and technology to meet these requirements.

Overall, limited access to funding can make it difficult for halal food manufacturers to reduce costs, improve their competitiveness, and expand their businesses. This can hinder the growth and development of the halal food manufacturing industry in Melaka. Government agencies and private sector can provide financial incentives to help halal food manufacturers access funding and also provide training and consultation services to help them identify and access funding sources.

#### **4.5.6 Limited access to technology**

Limited access to technology is a challenge that halal food manufacturers may face, which can make it difficult for them to improve their operations and develop new products. Technology can help halal food manufacturers to improve their efficiency, reduce costs, and increase their competitiveness.

For example, without access to the latest technology, halal food manufacturers may not be able to automate certain processes, which can increase labor costs and decrease efficiency. Additionally, without access to the latest technology, halal food manufacturers may not be able to develop

new products, which can limit their ability to meet the changing demands of the market.

Furthermore, without access to technology, halal food manufacturers may not be able to comply with regulations and standards, as technology can help to ensure that their products are safe and of high quality.

Overall, limited access to technology can make it difficult for halal food manufacturers to improve their operations, reduce costs, and increase their competitiveness. It can also make it difficult for them to comply with regulations and standards. Government agencies can provide financial incentives and support for halal food manufacturers to access technology and also provide training and consultation services to help them identify and access technology solutions.



#### 4.6 Example of Role of Government Agencies

Respondent	Role of Government Agencies
Asas Matahari Sdn. Bhd.	<i>The Melaka State Economic Development Corporation (MDEC) which provides funding, training, and networking opportunities to halal food manufacturing companies in the state.</i>
MK Biofood and Beverages	<i>The Halal Industry Development Corporation (HDC) which acts as the official halal certification body in Malaysia. This agency is responsible for ensuring that halal food products meet the necessary standards and for providing halal certification to food manufacturers in Melaka.</i>
Hanuris Sdn. Bhd.	<i>The Melaka International Trade Centre (MITC) which promotes the export of halal food products from Melaka. It provides support to halal food manufacturers in the form of trade and investment missions, market intelligence, and networking opportunities.</i>
Rezki Baroqah Jaya Trading	<i>The Melaka government plays a role in creating infrastructure and facilities that support the halal food manufacturing industry such as halal-certified warehouses, logistics centers, and other facilities.</i>
AZ Armada Legacy Resource	<i>The Melaka state government also plays a role in educating the public and businesses in the halal food manufacturing industry and halal certification process.</i>

**Table 6: Example Role of the Government Agencies**

#### 4.7 Incentive and Contribution

Respondent	Incentive / Contribution
Asas Matahari Sdn. Bhd.	<i>Financial incentives: This can include grants, loans, and tax incentives for companies in the halal food manufacturing industry.</i>
MK Biofood and Beverages	<i>Infrastructure support: This can include the provision of land, buildings, and other facilities for halal food manufacturing companies.</i>
Hanuris Sdn. Bhd.	<i>R&amp;D support: This can include funding for research and development activities, as well as access to technology and expertise to help companies improve their products and processes.</i>
Rezki Baroqah Jaya Trading	<i>Training and education: This can include funding for employee training and education programs, as well as access to business development services and networking opportunities.</i>
AZ Armada Legacy Resource	<i>Export promotion: This can include funding for trade missions, market intelligence, and other activities to help companies promote their products in foreign markets.</i>

**Table 7: Incentives and Contribution**

#### 4.8 Supporting Service

Respondent	Supporting Service
Asas Matahari Sdn. Bhd.	<i>Transportation and logistics: This can include access to transportation infrastructure, such as ports and airports, as well as logistics and supply chain management services to help companies efficiently move their products to market.</i>
MK Biofood and Beverages	<i>Distribution networks: This can include access to distribution channels, such as retail stores and online marketplaces, to help companies reach customers.</i>
Hanuris Sdn. Bhd.	<i>Communication systems: This can include access to modern communication infrastructure, such as internet and mobile networks, to help companies stay connected with customers and suppliers.</i>
Rezki Baroqah Jaya Trading	<i>Consulting services: This can include access to experts in areas such as marketing, finance, and operations to help companies improve their business processes and performance.</i>
AZ Armada Legacy Resource	<i>Legal services: This can include access to legal experts that can assist the company in navigating the complex regulations in the halal food manufacturing industry</i>

**Table 8: Supporting Services**

#### 4.9 Suppliers and Supporting Industries

Respondent	Suppliers and Supporting Industries
Asas Matahari Sdn. Bhd.	<i>Raw material suppliers: These suppliers provide the necessary raw materials, such as ingredients and packaging materials, to halal food manufacturers. They are crucial for the production of high-quality food products.</i>
MK Biofood and Beverages	<i>Equipment and machinery suppliers: These suppliers provide the necessary equipment and machinery, such as processing and packaging equipment, to halal food manufacturers.</i>
Hanuris Sdn. Bhd.	<i>Food safety and quality assurance providers: These providers offer services such as testing, certification, and inspection to ensure that food products meet safety and quality standards. They are crucial for the production of high-quality food products.</i>
Rezki Baroqah Jaya Trading	<i>Consulting and professional services: These services include marketing, finance, legal, and other expert advice to help halal food manufacturers improve their business processes and performance.</i>
AZ Armada Legacy Resource	<i>Logistics and transportation providers: These providers offer services such as transportation, storage and distribution to help halal food manufacturers move their products to market.</i>

**Table 9: Suppliers and Supporting Industries**

## CHAPTER 5

### CONCLUSION AND FUTURE WORKS

#### 5.1 Introduction

This chapter discusses and concludes the findings mentioned in Chapter 4. The researcher has completed the research and three main objectives of this research are successfully achieved. The first objective is to improve the understanding the role of government agencies in organizing the development of halal food in Melaka, the second objective is to achieve the new thoughts that the efforts initiated by Malaysia to realize the hope of making Melaka a Global Halal Hub a reality and the third one is to evaluate the information efforts can be taken by government agencies faced in developing the halal industry in Melaka. In addition, several recommendations are suggested for future researchers for their further research in the food manufacturing development

##### 5.1.1 Discussion and Findings

##### 5.2.1 Research Objective 1: Find the issues halal food manufacture in Melaka when they want to get certificate.

In order to gain a deeper understanding of the role of government agencies in organizing the development of halal food in Melaka, there are a few steps that can be taken. One approach would be to conduct research on the specific government agencies that are involved in this area, such as the Department of Islamic Development Malaysia (JAKIM) and the Melaka Islamic Religious Council (MAIM). This research could include looking into the responsibilities and functions of these agencies, as well as any regulations or guidelines that they have put in place related to halal food development.

Another approach would be to speak with individuals who are directly involved in the halal food industry in Melaka. This could include talking to producers, retailers, and other industry professionals. These individuals may have first-hand experience with the government agencies and their role in organizing the development of halal food in the area, and may be able to provide valuable insights and perspectives.

Finally, reaching out to the government agencies themselves may also be a useful approach. This could include contacting them directly and asking for information or clarification on their role in organizing the development of halal food in Melaka. This could include getting information on their policies, procedures, and regulations that they have put in place.

Overall, there are several ways to gain a better understanding of the role of government agencies in organizing the development of halal food in Melaka. By conducting research, speaking with industry professionals, and reaching out to the agencies themselves, it may be possible to gain a more complete picture of their responsibilities and activities in this area.

#### **5.2.2 Research Objective 2: Figure out what are the roles of government agencies halal food manufacture perspective.**

To figure out what are the roles of government agencies halal food manufacture perspective to look at the strategies and initiatives that have been implemented by other successful halal hubs around the world. This could include researching the policies and regulations that have been put in place, as well as the infrastructure and support systems that have been developed to support the halal industry.

Another approach could be to engage with experts and professionals in the halal industry, both within Malaysia and internationally, to gain insight and perspectives on the current efforts and identify areas for improvement. It may also be beneficial to identify and tap into new markets and opportunities for halal products and services, such as the fast-growing halal tourism sector and the increasing demand for halal products in non-Muslim majority countries.

Additionally, it could be helpful to establish strong partnerships and collaborations between the government, industry players and academic

institutions to foster innovation and research in halal industry and develop new halal products and services.

Finally, it could be important to ensure that the halal certification process is transparent, efficient and internationally recognized to attract foreign investors and businesses to Melaka.

Overall, to achieve new thoughts in the efforts initiated by Malaysia to make Melaka a global halal hub, it could be important to take a comprehensive approach that looks at successful strategies and initiatives from other halal hubs, engage with experts and professionals, identify new markets and opportunities, foster innovation and research, establish strong partnerships and collaborations and ensure that the halal certification process is transparent and efficient.

### **5.2.3 Research Objective 3: Explore what the problem facing by halal food manufacture when dealing with the government agencies.**

Explore what the problem facing by halal food manufacture when dealing with the government agencies. First, it would be important to assess the current state of the halal industry in the region and identify any gaps or challenges that need to be addressed. This could include conducting a market analysis to understand consumer demand, as well as identifying any limitations or obstacles that are hindering the growth of the industry.

Second, it would be valuable to review the information and communication strategies currently being used by the government agencies to promote and support the halal industry. This could include looking at the types of information and resources that are being made available, as well as the channels and platforms through which this information is being disseminated.

Third, it would be important to gather feedback and input from industry stakeholders, including producers, retailers, and consumers, to

understand their perspectives on the information efforts being made by government agencies.

Fourth, conduct a benchmarking study to identify best practices and successful strategies used by other countries in promoting their halal industry.

Finally, based on the findings from these steps, it would be possible to develop recommendations for how the government agencies can improve their information efforts and better support the growth and development of the halal industry. This could include identifying new or more effective ways to disseminate information, creating targeted resources for different segments of the industry, or partnering with industry stakeholders to develop and disseminate information.

Overall, evaluating the information efforts taken by government agencies in developing the halal industry requires a comprehensive approach that includes assessing the current state of the industry, reviewing current strategies, gathering feedback from stakeholders, benchmarking and developing recommendations for improvement.

### **5.3 Implication of Research**

Research plays a crucial role in the development of the halal industry, particularly in the context of Melaka's goal to become a global halal hub. By conducting research in the halal food manufacturing sector, businesses and organizations can improve the quality and efficiency of their products, which can ultimately lead to increased competitiveness in the market.

Research can be used to develop new techniques and technologies for improving the quality of halal food products. This can include extending shelf life, reducing spoilage, and improving taste and texture. By improving product quality, businesses can increase consumer satisfaction and demand for their products.

Research can also be used to increase the efficiency of halal food production processes. This can include reducing production costs, improving yield, and

automating certain processes. By increasing efficiency, businesses can lower their costs and increase their profits.

Research can be also used to ensure that halal food products meet the necessary safety and quality standards as well as compliance with halal certification process. This is particularly important in the halal food industry, where food safety and halal compliance are of paramount importance to consumers.

In addition, research can be used to understand consumer preferences and trends and to develop new halal food products that meet the needs of the market. By understanding consumer needs, businesses can create new products that will be in demand and generate new revenue streams.

Lastly, research can be used to identify new market opportunities for halal food products, both domestically and internationally, and to develop strategies for entering these markets. This can help businesses expand their reach and increase their revenues.

In conclusion, research is a key element in the development of the halal industry in Melaka, it helps businesses and organizations to improve their products and processes, meet regulatory requirements, and create new market opportunities. By conducting research, Melaka can establish itself as a global halal hub by meeting the global demand for halal food products.

#### **5.4 Limitation of Research**

Research is a vital tool for the development of the halal industry, specifically in Melaka's goal to become a global halal hub. However, research also has several limitations that can impact its effectiveness. Limitation of research in the halal industry is the complexity of the industry itself. The halal industry is made up of multiple stakeholders, including government agencies, industry associations, businesses, and consumers. It is also subject to a wide range of regulations and cultural differences, which can make research in this field challenging. This complexity can make it difficult to obtain a complete understanding of the industry and its dynamics.

Additionally, the applicability of research findings can also be a limitation. Research findings may not be directly applicable in practice, as it may be difficult to implement the recommendations or solutions proposed by the research. This can make it challenging for businesses and organizations to use research findings to improve their products, processes, and performance.

Overall, research is a valuable tool for the development of the halal industry, specifically in Melaka's goal to become a global halal hub. However, research also has several limitations that can impact its effectiveness. These limitations include time and cost, data availability and quality, external factors, limited generalizability, bias, limited scope, complexity and limited applicability of findings. To overcome these limitations, research should be conducted with a comprehensive approach, involving multiple stakeholders and considering all aspects of the halal industry.

## **5.5 Recommendation for Further Research**

To further research in the halal industry, specifically in the context of Melaka's goal to become a global halal hub, it is important to conduct research on consumer preferences and trends. This research can provide valuable insights into the needs of the market and help businesses and organizations develop new halal food products that meet those needs. By understanding consumer preferences, businesses and organizations can increase consumer satisfaction and demand for their products.

Another area of research that is important is investigating the impact of external factors on the halal industry. External factors such as economic downturns, political instability, and natural disasters can have a significant impact on the halal industry. Research in this area can help businesses and organizations understand the potential impact of these factors and prepare for and mitigate the effects.

Examining the halal supply chain is also an important area of research. The halal supply chain is a complex system that includes multiple stakeholders and processes. Research in this area can help businesses and organizations identify

bottlenecks and areas for improvement, which can increase efficiency and reduce costs.

Researching the regulatory environment for the halal industry is also critical. The halal industry is subject to a wide range of regulations, including halal certification, food safety, and labeling. Research in this area can help businesses and organizations understand and comply with the necessary regulations.

Finally, researching the impact of technology is also important for the halal industry. New technologies such as automation and digitalization have the potential to improve the efficiency and quality of halal food production. Research in this area can help businesses and organizations understand how to use technology to improve their products, processes, and performance.

Overall, there are several areas of research that are important for the halal industry and Melaka's goal to become a global halal hub, such as understanding consumer preferences and trends, investigating the impact of external factors, examining the halal supply chain, researching the regulatory environment and the impact of technology. This research can provide valuable insights and help businesses and organizations improve their products, processes, and performance.

## **5.6 Summary**

Melaka, Malaysia has been actively working to establish itself as a global halal hub. The government has been promoting Melaka as a halal hub, developing the necessary infrastructure to support the halal industry, providing funding and other support to businesses operating in the halal industry, promoting research and development activities in the halal industry, improving the halal supply chain and providing a legal framework for the halal industry. Research plays a crucial role in the development of the halal industry, it helps businesses and organizations to improve their products and processes, meet regulatory requirements, and create new market opportunities.

However, research also has several limitations such as time and cost, data availability and quality, external factors, limited generalizability, bias, limited scope,

complexity and limited applicability of findings. To overcome these limitations, research should be conducted with a comprehensive approach, involving multiple stakeholders and considering all aspects of the halal industry. Recommendations for further research in the halal industry are consumer preferences and trends, investigating the impact of external factors, examining the halal supply chain, researching the regulatory environment and the impact of technology.



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## APPENDIX 1 – INTERVIEW QUESTIONS

### BAHAGIAN A

#### **Maklumat Syarikat**

Profil Syarikat	
Nama Syarikat	
Kedudukan Anda di Dalam Syarikat	
Tahun Syarikat Beroperasi	
Jenis Produk yang Dikeluarkan	
Selain dari Sijil Halal, adakah anda mempunyai sijil lain (jika ada nyatakan)	

#### **Maklumat Pembekal**

Bilangan pembekal anda		
Siapakah pembekal anda		
Lokasi pembekal anda		
Adakah pembekal anda mempunyai Sijil Halal		
Isu-isu dengan pembekal anda		
Sekiranya masalah/risiko yang dihadapi antara anda dan pembekal berlaku, apakah tindakan anda	Kawalan	
	Kerjasama	
	Fleksibiliti	

#### **Maklumat Pelanggan**

Bilangan pelanggan anda		
Siapakan pelanggan anda		
Lokasi pelanggan anda		
Isu-isu dengan pelanggan anda		
Sekiranya masalah/risiko yang dihadapi antara anda dan pelanggan berlaku, apakah tindakan anda	Kawalan	
	Kerjasama	
	Fleksibiliti	

### Maklumat Logistik

Siapakah logistik anda untuk <i>inbound</i>		
Siapakah logistik anda untuk <i>outbound</i>		
Isu-isu dengan logistik anda		
Sekiranya masalah/risiko yang dihadapi antara anda dan logistik berlaku, apakah tindakan anda	Kawalan	
	Kerjasama	
	Fleksibiliti	

### Maklumat Agensi

Siapakah agensi yang membantu anda		
Isu-isu dengan agensi tersebut		
Sekiranya masalah/risiko yang dihadapi antara anda dan agensi berlaku, apakah tindakan anda	Kawalan	
	Kerjasama	
	Fleksibiliti	

Apakah isu selain dari pembekal, pelanggan logistik dan agensi kerajaan yang anda hadapi?

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## **BAHAGIAN B**

### **a) KONTEKS BAGI STRATEGI & PERSAINGAN**

SOALAN	KAEDAH KAJIAN	RESPONDEN	STATUS		
			SEDIA	HAMPIR SEDIA	TIDAK SEDIA
<b>1. Teknologi</b> <ul style="list-style-type: none"> <li>Adakah anda menggunakan sebarang teknologi bagi menghasilkan produk anda? Nyatakan peringkat mana teknologi tersebut diaplikasikan</li> </ul>	Primer: Temu Bual				
<ul style="list-style-type: none"> <li>Bagaimanakah penerimaan teknologi</li> </ul>	Primer: Temu Bual				
<ul style="list-style-type: none"> <li>Apakah kekangan anda</li> </ul>	Data sekunder				
<ul style="list-style-type: none"> <li>Adakah terdapat penyelidikan dan pembangunan (R&amp;D) dalam membangunkan sektor anda? Sila nyatakan.</li> </ul>	Primer: Temu Bual				
<ul style="list-style-type: none"> <li>Adakah terdapat kerjasama strategik (agensi berkaitan/institusi penyelidikan dsbnya) bagi membangunkan teknologi anda? Sila nyatakan.</li> </ul>	Primer: Temu Bual/ Data sekunder				

SOALAN	KAEDAH KAJIAN	RESPONDEN	STATUS		
			SEDIA	HAMPIR SEDIA	TIDAK SEDIA
<b>2. Kewangan</b> <ul style="list-style-type: none"> <li>Adakah sumber modal mencukupi bagi menampung kos pengurusan anda? Jika tidak, apakah strategi petani bagi memastikan modal mencukupi?</li> </ul>	Primer: Temu Bual				
<ul style="list-style-type: none"> <li>Adakah terdapat kekangan sumber kewangan bagi mengaplikasikan teknologi? Sila nyatakan.</li> </ul>	Primer: Temu Bual				
<ul style="list-style-type: none"> <li>Adakah hasil pengeluaran yang diperolehi dapat menampung kos pengurusan pengeluaran? Sila nyatakan.</li> </ul>	Primer: Temu Bual				
<ul style="list-style-type: none"> <li>Adakah harga pasaran pengeluaran stabil dan munasabah?</li> </ul>	Primer: Temu Bual/ Data sekunder				
<b>3. Undang-undang</b> <ul style="list-style-type: none"> <li>Adakah terdapat undang-undang dalam negeri dan insentif yang menggalakkan pelaburan dan</li> </ul>	Primer: Temu Bual/ Data sekunder				

SOALAN	KAEDAH KAJIAN	RESPONDEN	STATUS		
			SEDIA	HAMPIR SEDIA	TIDAK SEDIA
<p>penghasilan pengeluaran</p> <ul style="list-style-type: none"> <li>Sila nyatakan. <ul style="list-style-type: none"> <li>cth: upah, insentif pelaburan modal, perlindungan hak intelektual, insentif cukai dsbnya.</li> </ul> </li> </ul>					
<ul style="list-style-type: none"> <li>Adakah terdapat undang-undang/peraturan persaingan yang terbuka dan sihat, termasuk pesaing dari luar? Sila nyatakan. <ul style="list-style-type: none"> <li>(cth: kuota, duti import, harga siling dsbnya)</li> </ul> </li> </ul>	<p>Primer: Temu Bual/ Data sekunder</p>				
<p><b>4. Perkongsian Maklumat</b></p> <ul style="list-style-type: none"> <li>Adakah data sekuriti makanan tersedia dan boleh dicapai dengan mudah? Sila nyatakan.</li> </ul>	<p>Primer: Temu Bual/ Data sekunder</p>				
<ul style="list-style-type: none"> <li>Adakah terdapat kolaborasi di antara jabatan dan agensi kerajaan yang kukuh dan data yang telus</li> </ul>	<p>Primer: Temu Bual</p>				

SOALAN	KAEDAH KAJIAN	RESPONDEN	STATUS		
			SEDIA	HAMPIR SEDIA	TIDAK SEDIA
dalam perkongsian maklumat berkaitan pengeluaran? Sila nyatakan.					
<b>5. Hubungan sosial</b> <ul style="list-style-type: none"> <li>Adakah terdapat pelan/implementasi strategik dengan pihak industri dan orang awam? Sila nyatakan.</li> </ul>	Primer: Temu Bual				

**b) KEADAAN FAKTOR (INPUT)**

SOALAN	KAEDAH KAJIAN	RESPONDEN	STATUS		
			SEDIA	HAMPIR SEDIA	TIDAK SEDIA
<b>1. Teknologi</b> <ul style="list-style-type: none"> <li>Adakah teknologi tersedia untuk menghasilkan hasil pengeluaran yang segar dan dapat meningkatkan kuantiti? Sila nyatakan.</li> </ul>	Primer: Temu Bual/ Data sekunder				
<ul style="list-style-type: none"> <li>Adakah terdapat gudang penyimpanan hasil pengeluaran yang menggunakan teknologi yang</li> </ul>	Primer: Temu Bual/ Data sekunder				

SOALAN	KAEDAH KAJIAN	RESPONDEN	STATUS		
			SEDIA	HAMPIR SEDIA	TIDAK SEDIA
menjamin kualiti? Sila nyatakan.					
<b>2. Kewangan</b> <ul style="list-style-type: none"> <li>Adakah modal yang disediakan mencukupi bagi menampung kos penternakan? Sila nyatakan strategi/tindakan sekiranya modal tidak mencukupi.</li> </ul>	Primer: Temu Bual				
<b>3. Sumber Manusia</b> <ul style="list-style-type: none"> <li>Adakah terdapat sumber manusia yang mencukupi bagi mengeluarkan hasil pengeluaran? Sila nyatakan strategi/tindakan alternatif sekiranya sumber manusia tidak mencukupi.</li> </ul>	Primer: Temu Bual				
<ul style="list-style-type: none"> <li>Adakah terdapat sumber manusia yang mahir bagi menguruskan pengeluaran secara efisien? Sila nyatakan strategi/tindakan alternatif sekiranya sumber manusia mahir tidak mencukupi.</li> </ul>	Primer: Temu Bual				

SOALAN	KAEDAH KAJIAN	RESPONDEN	STATUS		
			SEDIA	HAMPIR SEDIA	TIDAK SEDIA
<b>4. Infrastruktur</b> <ul style="list-style-type: none"> <li>Adakah maklumat berkaitan infrastruktur tersedia dan boleh diakses dengan mudah? Terangkan.</li> </ul>	Primer: Temu Bual				
<b>5. Pergudangan</b> <ul style="list-style-type: none"> <li>Adakah terdapat pengurusan gudang/stor yang mencukupi bagi memenuhi keperluan penyimpanan hasil pengeluaran? Terangkan.</li> </ul>	Primer: Temu Bual				
<ul style="list-style-type: none"> <li>Adakah gudang/stor simpanan yang tersedia mampu mengekalkan kualiti hasil pengeluaran sebelum pengagihan? Terangkan.</li> </ul>	Primer: Temu Bual				
<b>6. Kualiti</b> <ul style="list-style-type: none"> <li>Apakah faktor yang menyumbang kepada peningkatan penghasilan pengeluaran yang berkualiti? Sila nyatakan.</li> </ul>	Primer: Temu Bual/ Data sekunder				

SOALAN	KAEDAH KAJIAN	RESPONDEN	STATUS		
			SEDIA	HAMPIR SEDIA	TIDAK SEDIA
<ul style="list-style-type: none"> <li>Apakah faktor yang menyebabkan penghasilan pengeluaran yang kurang berkualiti? Sila nyatakan.</li> </ul>	Primer: Temu Bual/ Data sekunder				
<ul style="list-style-type: none"> <li>Adakah kualiti air faktor mempengaruhi penghasilan pengeluaran yang berkualiti? Sila nyatakan.</li> </ul>	Primer: Temu Bual/ Data sekunder				

c) KEADAAN PERMINTAAN

SOALAN	KAEDAH KAJIAN	RESPONDEN	STATUS		
			SEDIA	HAMPIR SEDIA	TIDAK SEDIA
<b>1. Teknologi</b> <ul style="list-style-type: none"> <li>Adakah teknologi tersedia untuk menghasilkan hasil pengeluaran yang segar dan dapat meningkatkan kuantiti pengeluaran bagi memenuhi permintaan pasaran? Sila nyatakan.</li> </ul>	Primer: Temu Bual/ Data sekunder				
<ul style="list-style-type: none"> <li>Adakah terdapat gudang penyimpanan hasil pengeluaran yang menggunakan teknologi yang dapat menjamin kualiti dan hasil penternakan yang tahan lebih lama? Sila nyatakan.</li> </ul>	Primer: Temu Bual/ Data sekunder				
<b>2. Jenis Permintaan</b> <ul style="list-style-type: none"> <li>Adakah hasil pengeluaran cukup untuk memenuhi permintaan pasaran tempatan? <ul style="list-style-type: none"> <li>Data permintaan tempatan.</li> </ul> </li> </ul>	Primer: Temu Bual/ Data sekunder				
<ul style="list-style-type: none"> <li>Adakah terdapat permintaan untuk pasaran eksport? Sila</li> </ul>	Primer: Temu				

SOALAN	KAEDAH KAJIAN	RESPONDE N	STATUS		
			SEDIA	HAMPIR SEDIA	TIDAK SEDIA
nyatakan negara yang terlibat dan kuantiti/% eksport?	Bual/ Data sekunder				
<ul style="list-style-type: none"> <li>Berapakah nisbah anggaran permintaan tempatan dan pasaran eksport?</li> </ul>	Primer: Temu Bual/ Data sekunder				
<b>3. Perkongsian Maklumat</b> <ul style="list-style-type: none"> <li>Adakah anda mengetahui maklumat terkini tentang permintaan hasil pengeluaran bagi pasaran tempatan dan eksport? Sila nyatakan sumber maklumat diperolehi.</li> </ul>	Primer: Temu Bual				
<ul style="list-style-type: none"> <li>Adakah anda mendapatkan maklumat berkaitan permintaan melalui penggunaan teknologi dalam komunikasi ICT? Sila nyatakan sumber maklumat diperolehi.</li> </ul>	Primer: Temu Bual				
<ul style="list-style-type: none"> <li>Adakah terdapat persatuan/kumpulan yang membantu anda bagi mendapatkan maklumat berkaitan</li> </ul>	Primer: Temu Bual				

SOALAN	KAEDAH KAJIAN	RESPONDEN	STATUS		
			SEDIA	HAMPIR SEDIA	TIDAK SEDIA
permintaan pasaran? Sila nyatakan.					
<b>4. Saluran Agihan</b> <ul style="list-style-type: none"> <li>Adakah terdapat sistem bagi proses pengumpulan, penggredan dan pembungkusan hasil pengeluaran? Sila nyatakan.</li> </ul>	Primer: Temu Bual/ Data sekunder				
<ul style="list-style-type: none"> <li>Berapa lamakah tempoh yang diambil bagi proses pengumpulan, penggredan dan pembungkusan hasil pengeluaran sebelum ia diagihkan? Terangkan secara ringkas.</li> </ul>	Primer: Temu Bual/ Data sekunder				
<ul style="list-style-type: none"> <li>Adakah terdapat teknologi yang digunakan bagi pengumpulan, penggredan dan pembungkusan hasil pengeluaran sebelum pengagihan dibuat? Sila nyatakan.</li> </ul>	Primer: Temu Bual/ Data sekunder				

SOALAN	KAEDAH KAJIAN	RESPONDEN	STATUS		
			SEDIA	HAMPIR SEDIA	TIDAK SEDIA
<ul style="list-style-type: none"> <li>Adakah hasil pengeluaran dijual secara terus kepada pengguna? Nyatakan kaedah pengagihan dibuat.</li> </ul>	Primer: Temu Bual				
<ul style="list-style-type: none"> <li>Adakah terdapat agensi/orang tengah yang membantu dalam pengagihan hasil pengeluaran? Sila nyatakan perantara yang terlibat dalam saluran pengagihan hasil penternakan kepada pengguna akhir.</li> </ul>	Primer: Temu Bual				
<b>5. Kualiti</b> <ul style="list-style-type: none"> <li>Adakah hasil pengeluaran memenuhi piawaian kualiti dan keselamatan di sektor penternakan? Sila nyatakan piawaian dan sumber maklumat berkaitan piawaian diperolehi.</li> </ul>	Primer: Temu Bual/ Data sekunder				
<ul style="list-style-type: none"> <li>Adakah kualiti hasil pengeluaran</li> </ul>	Primer: Temu				

SOALAN	KAEDAH KAJIAN	RESPONDEN	STATUS		
			SEDIA	HAMPIR SEDIA	TIDAK SEDIA
memenuhi piawaian kualiti untuk pasaran ekport? Sila nyatakan piawaian dan sumber maklumat berkaitan piawaian diperolehi.	Bual/ Data sekunder				
<ul style="list-style-type: none"> <li>Adakah terdapat sistem pengumpulan hasil pengeluaran yang efisien bagi menjamin kualiti? Sila nyatakan.</li> </ul>	Primer: Temu Bual/ Data sekunder				
<b>6. Undang-Undang</b> <ul style="list-style-type: none"> <li>Adakah terdapat undang-undang perlindungan kepada pembeli hasil pengeluaran? Sila nyatakan.</li> </ul>	Primer: Temu Bual/ Data sekunder				
<ul style="list-style-type: none"> <li>Adakah terdapat subsidi daripada kerajaan bagi hasil pengeluaran? Sila nyatakan.</li> </ul>	Primer: Temu Bual/ Data sekunder				
<ul style="list-style-type: none"> <li>Adakah terdapat undang-undang/peraturan persaingan yang melindungi pengeluaran</li> </ul>	Primer: Temu Bual/ Data sekunder				

SOALAN	KAEDAH KAJIAN	RESPONDEN	STATUS		
			SEDIA	HAMPIR SEDIA	TIDAK SEDIA
tempatan? Sila nyatakan.					
<ul style="list-style-type: none"> <li>Adakah terdapat undang-undang/peraturan yang ketat bagi pasaran eksport? Sila nyatakan.</li> </ul>	Primer: Temu Bual/ Data sekunder				

d) **INDUSTRI BERKAITAN & INDUSTRI SOKONGAN**

SOALAN	KAEDAH KAJIAN	RESPONDEN	STATUS		
			SEDIA	HAMPIR SEDIA	TIDAK SEDIA
<b>1. Kewujudan</b> <ul style="list-style-type: none"> <li>Adakah wujud industri yang berkaitan hasil pengeluaran? Sila nyatakan.</li> </ul>	Primer: Temu Bual/ Data sekunder				
<ul style="list-style-type: none"> <li>Adakah ia dapat memenuhi kehendak permintaan semasa dan masa hadapan? Jika tidak, sila nyatakan cadangan bagi mengatasi masalah ini.</li> </ul>	Primer: Temu Bual/ Data sekunder				
<ul style="list-style-type: none"> <li>Adakah pembekal dan industri sokongan dalam penternakan bersedia bagi memenuhi kehendak pasaran pengeluaran halal? Sila nyatakan.</li> </ul>	Primer: Temu Bual/ Data sekunder				

SOALAN	KAEDAH KAJIAN	RESPONDEN	STATUS		
			SEDIA	HAMPIR SEDIA	TIDAK SEDIA
<ul style="list-style-type: none"> <li>Adakah industri sokongan mendapat insentif daripada pihak kerajaan bagi menggalakkan pertumbuhan yang mampan? Sila nyatakan.</li> </ul>	Primer: Temu Bual/ Data sekunder				
<b>2. Kekuatan</b> <ul style="list-style-type: none"> <li>Adakah terdapat sokongan perkhidmatan (eg: pengangkutan, pengagihan, sistem komunikasi, perundingan dsbnya) yang utuh bagi menyokong sektor pengeluaran yang lebih efisien? Sila nyatakan.</li> </ul>	Primer: Temu Bual/ Data sekunder				
<b>3. Kualiti</b> <ul style="list-style-type: none"> <li>Adakah terdapat institusi/organisasi/agensi kerajaan bagi menjalinkan hubungan strategik untuk berkolaborasi bagi menghasilkan output pengeluaran yang berkualiti tinggi? Sila nyatakan.</li> </ul>	Primer: Temu Bual/ Data sekunder				
<ul style="list-style-type: none"> <li>Adakah terdapat pembekal dan industri sokongan sedia untuk membantu pembangunan/penghasila</li> </ul>	Primer: Temu Bual/ Data sekunder				

SOALAN	KAEDAH KAJIAN	RESPONDEN	STATUS		
			SEDIA	HAMPIR SEDIA	TIDAK SEDIA
n penternakan yang berkualiti? Sila nyatakan.					



## APPENDIX 2

### Permission to Collect Data - Enumerator



Universiti Teknikal Malaysia Melaka  
Hang Tuah Jaya,  
76100 Durian Tunggal,  
Melaka, Malaysia.

+606 270 1000  
+606 270 1022  
www.utm.edu.my

**FAKULTI PENGURUSAN TEKNOLOGI DAN TEKNOUSAHAWANAN**  
Tel : +606 270 8002 | Faks : +606 270 1043

Rujukan Kami (Our Ref) : UTeM.800-2/3 ( 44 )  
Rujukan Tuan (Your Ref):  
Tarikh (Date) : 14 Disember 2022 / 19 Jamadilawwal 1444H

**KEPADA YANG BERKENAAN,**

Tuan/Puan,

**KEBENARAN MENJALANKAN KAJI SELIDIK BAGI PROJEK MEMPERKASA  
PENGLIBATAN NEGERI MELAKA DALAM INDUSTRI MAKANAN NEGERI MELAKA  
DALAM DAN LUAR NEGARA TAHUN 2022 HINGGA 2030**

Dengan segala hormatnya saya merujuk kepada perkara di atas.

2. Sukacita dimaklumkan bahawa saya, Profesor Madya Dr. Mohd Syaiful Rizal bin Abdul Hamid, Ketua Penyelidik dari Universiti Teknikal Malaysia Melaka. Saya sedang menjalankan projek penyelidikan hasil kerjasama di antara pihak Universiti Teknikal Malaysia Melaka (UTeM) dan Kerajaan Negeri Melaka.

3. Untuk makluman Tuan/Puan, kumpulan penyelidik kami berhasrat menjalankan kaji selidik tentang Pemeraksanaan Penglibatan Negeri Melaka Dalam Industri Makanan Negeri Melaka Dalam Dan Luar Negara Tahun 2022 Hingga 2030.

4. Tujuan kajian ini dijalankan adalah untuk mendapatkan pandangan orang awam tentang kedudukan industri makanan dalam negara dan negeri Melaka. Sehubungan dengan itu, kerjasama Tuan/Puan adalah dimohon sepanjang menjalankan kaji selidik ini. Bersama-sama ini dilampirkan senarai nama ahli penyelidik kami.

Kerjasama dan perhatian Tuan/Puan di dalam perkara ini sangat dihargai dan didahului dengan ucapan ribuan terima kasih.

Sekian. Wassalam.

**"BERKHIDMAT UNTUK NEGARA"**  
**"KOMPETENSI TERAS KEGEMILANGAN"**

Saya yang menjalankan amanah,

**PROFESOR MADYA DR. MOHD SYAIFUL RIZAL BIN ABDUL HAMID**

Dekan

Fakulti Pengurusan Teknologi dan Teknousahawanan – Merangkap Ketua Penyelidik

SEBUAH UNIVERSITI TEKNIKAL AWAM



Perkara : KEBENARAN MENJALANKAN KAJIAN BAGI PROJEK MEMPERKASA PENGLIBATAN NEGERI MELAKA DALAM INDUSTRI MAKANAN  
NEGERI MELAKA DALAM DAN LUAR NEGARA TAHUN 2022 HINGGA 2030  
Muka surat : 2/2  
No. Rujukan: UTeM.800-2/3 (44)

#### SENARAI AHLI PENYELIDIK

BIL	NAMA	NO. KP
1	NUR FARISAH BINTI JAFRIN	010219-14-0024
2	MUHAMMAD ANIQ DANIAL BIN MOHAMMAD SUHAIRI	990617-05-5083
3	MUHAMMAD RAIS BIN ROSLAN	001013-02-0081
4	MUHAMMAD KHAIRUL RIDZUAN BIN BAHARUDIN	990728-11-6387
5	NUR MUHAMAD AL HAKIM BIN ISHAK	990930-09-5073
6	NURUL KHALILI BINTI MOHD LATIF	991103-10-5092
7	TEE CHIEN CHING	991112-04-5327
8	MUHAMAD FAID AMMAR BIN FAHRURAZI	990310-01-5423
9	AZZAZURIEYFFA BINTI AZIZ	990213-11-6206
10	NOR FARHANA BINTI SAIDON	990605-08-7088
11	ABDUL MUTALIF BIN HUSSIN	990629-08-9969
12	MUHAMMAD IRFAN HAKIMI BIN AZLI	990831-01-5293
13	MUHAMAD REDHUAN BIN EFENDI NURDIN	990113-08-5967

اوتنور سیتی تکنیکل ملیسیا ملاک

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

SEBUAH UNIVERSITI TEKNIKAL AWAM



## APPENDIX 3

### ND04 – Enumerator Application Form

CRIM(ISO)/PPP/RND04  
Semakan 2

	<b>UNIVERSITI TEKNIKAL MALAYSIA MELAKA</b> <b>CENTRE FOR RESEARCH AND INNOVATION MANAGEMENT</b>
	<b>PERMOHONAN SEBAGAI ENUMERATOR</b> <b>(APPLICATION AS ENUMERATOR)</b>

BAHAGIAN A (SECTION A)	MAKLUMAT PEMOHON (DIISI OLEH PEMOHON) (APPLICANT INFORMATION) (TO BE COMPLETED BY APPLICANT)
---------------------------	---

Nama (Name) : MUHAMAD FAID AMMAR BIN FAHRURRAZI  
(Seperti Dalam Kad Pengenalan/As in Identity Card)

Tempat Lahir (Place of Birth) : HOSPITAL SULTANAH AMINAH Tarikh Lahir (Date of Birth) : 10 MAC 1999  
JOHOR BAHRU, JOHOR

Umur (Age) : 23 TAHUN Kewarganegaraan (Nationality) : MALAYSIA



No. Kad Pengenalan (Lama/Baru) : 990310015423 No. Telefon : 01117604533  
I.C. No (Old/New) (Handphone)/ Office

Jantina (Sex) : ☒ Lelaki (Male) ☐ Perempuan (Female)

Status perkahwinan (Marital Status) : ☐ Berkahwin (Married) ☒ Bujang (Single)

Alamat Surat Menyurat : NO E24, KUARTERS INSTITUSI PENDIDIKAN SRI LARKIN A, JALAN SUSUR TUN ABDUL  
(Postal Address) RAZAK, 80350 JOHOR BAHRU, JOHOR

Pengalaman Terdahulu Berkaitan Tugas Yang Dipohon (Related Previous Working Experience) :

\*Sila kepitkan bersama SALINAN BORANG KAJISELIDIK dan salinan kad pengenalan yang telah disahkan  
(Please attach herewith copy of questionnaire and a copy of identity card with certified true copy)

BAHAGIAN B (SECTION B)	PERAKUAN PEMOHON (APPLICANT ADMISSION)
---------------------------	---

Saya mengaku bahawa segala maklumat yang diberikan dalam permohonan ini adalah benar. Saya akan bertanggungjawab dalam melaksanakan tugas sepertimana yang dikehendaki oleh ketua projek.  
(I, certify that the information given in this application is true to the best of my knowledge. I will fully responsible in completing the task given).

  
TANDATANGAN  
(SIGNATURE)

22 SEPTEMBER 2022  
TARIKH  
(DATE)

\*Sila tandakan (✓) pada kotak yang berkenaan.  
\*Please tick (✓) in appropriate box.

1

<b>BAHAGIAN C (SECTION C)</b>	<b>MAKLUMAT PROJEK PENYELIDIKAN (DIISI OLEH KETUA PROJEK) (PROJECT RESEARCH INFORMATION) (TO BE COMPLETED BY PRINCIPLE RESEARCHER)</b>
-----------------------------------	--

Nama Ketua Project (Project Leader): PROF. MADYA DR. MOHD SYAIFUL RIZAL BIN ABDUL HAMID

Tajuk Projek (Project Title) : STRENGTHENING THE INVOLVEMENT OF MELAKA IN FOOD INDUSTRY  
OF MELAKA DOMESTIC AND ABROAD IN YEAR 2022 TO 2030

No. rujukan Projek : INDUSTRI(IRMG)/DMDI/FPTT/2022/I00070 Jumlah Peruntukan: RM 100,000.00  
(Project No.) (Total Project Allocation)

Tempoh Projek Penyelidikan : Dari (From) : 1 JUN 2022 Hingga (To) : 30 NOVEMBER 2022  
(Research Project Duration)

Tempoh Perkhidmatan : Dari (From) : 1 SEPTEMBER 2022 Hingga (To) : 30 NOVEMBER 2022  
(Committed Service Duration)

Kadar Bayaran : RM 5.00 X 60 set soal selidik = RM 300.00  
(Payment Rate)

Amaun VOT 29000 (Elaun dan Upah) yang dipohon: RM 900.00  
(Requested Allocation for Vot 29000 Wages and Allowance for Temporary and Contract Personnel)

Pembantu Penyelidikan/Enumerator Sediaada: Ada ☐ Tiada ☒  
(Existing Research Personnel/Enumerator) (Yes) (No)

Justifikasi Permohonan (Application Justification):

PENGUMPULAN DATA TERKINI SECARA MENYELURUH DI SELURUH NEGERI MELAKA UNTUK  
MEMPERKASAKAN PENGLIBATAN NEGERI MELAKA DALAM INDUSTRI MAKANAN

Tandatangan Ketua Penyelidik & Cop Rasmi :  
(Signature & Official Stamp)

Tarikh:  
(Date):

**Peringatan:**

Enumerator ditakrifkan sebagai pelajar UTeM atau individu luar yang melaksanakan aktiviti pengedaran /pengumpulan kertas soal selidik penyelidikan dibawah peruntukan geran penyelidikan.

Sila serahkan borang ini **3 minggu** sebelum tarikh pelantikan.

\*Sila tandakan (✓) pada kotak yang berkenaan.  
\*Please tick (✓) in appropriate box.

KELULUSAN OLEH PENGARAH/TIMBALAN PENGARAH, CRIM (Approval by Director/Deputy Director of CRIM)	
<input type="checkbox"/> <b>Lulus</b> ( Approved)	<input type="checkbox"/> <b>Tidak Lulus</b> (Rejected)
Ulasan: (Comment)	
<hr/>	
<hr/>	
<hr/>	
<hr/>	<hr/>
Tandatangan dan Cop Rasmi (Signature and Official Stamp)	Tarikh (Date):

CRIM Revised date: 02 Julai 2018



\*Sila tandakan (✓) pada kotak yang berkenaan.  
\*Please tick (✓) in appropriate box.

## APPENDIX 4

**Gantt Chart for PSM 1**

Procedure for PSM 1	Week														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
<b>Activities</b>															
PSM Briefing session															
Topic and supervisor search and confirmation															
First meeting with Supervisor															
Modify research topic															
Briefing on the content of chapter 1															
<b>Introduction</b>															
Write up Chap 1															
Completion of Chap 1															
Briefing on the content of chapter 2															
Discussion on the scope of research															
<b>Literature Review (LR)</b>															
Write up Chap 2															
Completion of Chap 2															
Briefing on the content of chapter 3															
<b>Research Method</b>															
Write up Chap 3															
Completion of Chap 2															
Submission of FYP 1															
Presentation of FYP 1															

## APPENDIX 5

**Gantt Chart for PSM 2**

Procedure for PSM 2	Week														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
<b>Activities</b>															
PSM Briefing session															
Meeting with PSM Supervisor															
Interview questions development															
Meeting with PSM Supervisor															
Modify interview Questions															
Data collection															
Completion of chapter 4															
Completion of chapter 5															
Presentation of PSM 2															
Final correction for Thesis															
Submission of PSM 2															