



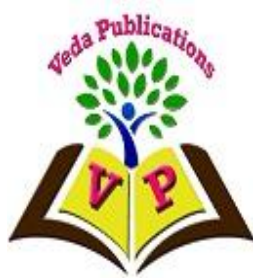
A DISCOURSE ANALYSIS ON IMPLEMENTATION OF HALAL CERTIFICATION BY NON-MUSLIMS IN MALAYSIAN CHINESE ONLINE NEWSPAPER ARTICLES

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ABSTRACT



Halal certification is the process of certifying products or services as pronounced by the *Shariah* law (Khan & Haleem, 2016). In providing the assurance to Muslim consumers on the halal quality, a system of the halal certification and verification is seen to be a key element. Halal principles are not isolated to the religious only but appeal as a healthy and hygienic cuisine style as people become more health-conscious. According to Hassan and Awang (2009), there are strong demands for Halal product in non-Muslim countries. The halal food industry is one of the fastest growing food industries and expected to increase further in the world market (Lada et al., 2009). Nevertheless, the non-Muslims are facing a huge challenge in adopting the halal standard implementation. This indicates that halal implementation is needed to ensure that the integrity of the halal product is safeguarded. This is because non-Muslim entrepreneurs will not take halal implementation as responsibility but more as business needs or gain trust from Muslim customers. The increasing number of non-Muslims dominating the food industry affects the status of halal food has become doubtful. In this respect, many cases of questionable of halal discourse have been reported in the mass media recently. This situation proved that the important current study should be conducting an analysis of the halal discourse focusing on the implementation of halal certification by non-Muslims in Malaysia.

There are some empirical studies highlighted the issues in halal industry among non-Muslims in food industry like Cadbury chocolates, namely the Cadbury Dairy Milk Hazelnut and the Cadbury



Dairy Milk Roast Almond (Arif&Sidek, 2015), the meat produces in a manner inconsistent with the rites of Islam and food ingredients intermixed with non-halal materials (Majid, Abidin, Majid &Chik, 2015) and the abusing of halal logo (Salam & Othman, 2014). There are three research objectives in this study that firstly, identify the lexical characteristics reflecting the issues of implementation of halal certification by non-Muslim in the Malaysian Chinese online newspaper articles; secondly, examine the perceptions/ reactions of non-Muslim manufacturers reflecting the issues of implementation of halal certification in the Malaysian Chinese online newspaper articles; and third is to analyse the practice of implementation of halal certification by non-Muslims in promoting and strengthening inter-religious understanding in the Malaysian Chinese online newspaper articles. This study will use a qualitative descriptive methodology and discourse analysis. This study focuses on the model of religious discourse analysis proposed by Nordin (2015). The model proposes that holding on to Islam as a religion (religious adherence) is suitably referred to as a social process, while good deeds fit under discourse practice and text features. It is important to use an adequate and accurate framework that represents the 'religious' element in the analysis. The negative influences of post-modernism and hermeneutics are avoided. The newspaper articles such as China Press, Nanyang Siang Pau, Oriental Daily News, Guang Ming Daily, and Sin Chew Daily are selected as the data sources. The texts are documented during the five years (2014-2018). This study is expected to demonstrate the importance and contribution to the field of discourse analysis of Halal. Furthermore, it shows the importance and contribution of language and linguistics analysis in further studies focusing on the implementation of halal certification by non-Muslims in order to promote inter-religious understanding in Malaysia. There is proved that the important current study should be conducting an analysis of the halal discourse focusing on implementation of halal certification by non-Muslims in Malaysia.

Keywords: *Halal Certification, Non-Muslims, Malaysian, Chinese, Online Newspaper Articles*