



## THE IMPACT OF *Halal* (ISLAMIC) ADVERTISEMENT IN YOUTUBE ON MALAYSIAN RICH FOOD INTERNATIONAL BRANDS



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### ABSTRACT

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The *Halal* idea is one of the most significant ideas regarding Muslim social orders. They decide the guidelines of their lives and day by day life exercises as per it. This circumstance additionally assumes a noteworthy part in the utilization of merchandise and enterprises and the way toward buying. Rising innovation and the changing scene have given numerous *Halal* items and administrations. Developing Muslim populaces have makers to deliver this sort of item improvement. Expanding buyer fulfillment levels after some time and quickly evolving inclinations, item assortment and advancement, design and comparative variables have empowered *Halal* items and administrations to exist in various structures on the lookout. It speaks to a brand component or strict marvel as well as is an image of life and culture. Like each image utilized in regular day to day existence, *Halal*, and Islamic images can transform into an item that becomes want product and can lose its significance. This paper tended to and investigated the promoting content regarding *Halal* publicizing and Islamic Advertising through YouTube advertisements. Other than that, the frequencies of significant inexpensive food brand's (KFC, Burger King, McDonald's, Subway) were distinguished. Methodologically, the paper used both subjective and quantitative methodologies by writing surveys the substance of the publicizing text was broke down. The discoveries demonstrated that the promoting content gave off an impression of being predictable with one another. Additionally, the *Halal* accentuation in publicizing varies as indicated by brands.

**Contribution/ Originality:** This study contributes to the existing literature on the topic of Islamic Marketing in social media to fast food consumers in Malaysia. This paper's primary contribution is finding that in Malaysia Islamic advertisements on YouTube has influence on fast food industry for local and international brands.

## 1. INTRODUCTION

*Halal* is an Arabic word and is alluded to as admissible in the Holy Qur'an. A fundamental acknowledgment and comprehension of what is Halal is vital to each Muslim's conviction - falling under the umbrella of what is viewed as data that is known by need (Wilson, 2014). Utilization is made by the ideas of Halal and Haram (Ozdemir & Yaylı, 2014). Halal isn't just a brand component yet additionally it is essential for a conviction framework and an ethical set of accepted rules (Wilson & Liu, 2010). It is in the domain of business and exchange, and it is turning into a worldwide image for quality confirmation and direction for living. Thus, it ought not be viewed as a strict wonder (Torlak, 2010). The inquiry concerning the idea of Halal starts here. Albeit Islamic fund or Halal projects are to be created with propelling innovation, *Halal* accreditation or marking measures, it likewise turns into a product in a wide range of zones, for example, the travel industry or diversion. Moreover, it tends to be switched with the fundamental structure on which it is based, and Halal status can increase new measurements that are false. This point of view can be arranged into two fundamental themes. Right off the bat, actually as per Shariah, everything is reasonable except if expressed something else. Nonetheless, *Halal* logos and Islamic names are develops that were made to name a minority of item and administration contributions (Wilson, 2014). As of late, numerous guidelines identified with Halal accreditation and Halal industry have been created. There are numerous establishments and associations that hold these norms. JAKIM in Malaysia, HPA in Indonesia, CICOT in Thailand and GIMDES in Turkey, can be given as specific illustrations. Additionally, publicizing substance and application codes are accessible for certain nations (Malaysian Communications and Multimedia Content Code in Malaysia (CMCF), Advertising Board in Turkey). These organizations, just as Islamic affect ability, can be offered significance to all-inclusive social qualities. Nonetheless, with the specialized component of the subject, the perceptual measurement that may happen with shoppers ought to likewise be featured. This structure should be set up. In the event that these structures are not investigated and controlled, they may lose their significance after some time and may not satisfy their basic obligations. Baudrillard (2010) sums up this circumstance as follows; pointers of social significance, as per a get-together request, become markers of social acknowledgment and they become aloof and lose their importance.

Moreover, utilization culture and the conduct with culture and religion are firmly identified with the attributes of customers. Contrasts between individuals' dedication to strict qualities lead the lives of people, assume a significant function in forming their social practices. It influences the inclinations of people, for example, who they are in contact with and what they burn-through (Torlak, 2010). Past exploration confirms that the level of strictness is a superior indicator than religion with regards to examining a person's utilization conduct (De Run, Mohsin Butt, Fam, & Yin Jong, 2010). Brand inclination and buy conduct may change as per the degree of strictness of the individual (Ozdemir & Yaylı, 2014). This circumstance can be perilous if not watched. Abdur Rakib Nayeem (2018) said that the prevailing difficulty and gathering brain science we live in can quickly go through change under postmodern conditions, for example, joy, style, interests, relaxation time, political or strict feeling of having a place. Buyers who care about their strict qualities don't communicate utilization as separated by a progression of self-ruling financial elements. They see it as a lot of social and social practices that serve to make contrasts between social gatherings (Nayeem et al., 2020). These reactions of estrangement from Islamic ideas can be summed up in the expressions of Professor Al-Attas (Al-Attas, 2014): many significant key terms in the Islamic fundamental jargon of the dialects of Muslim people groups have now been uprooted and made to serve ludicrously in outsider fields of importance in a sort of relapse towards non-Islamic perspectives; a wonder which I call the "deislamization" of language. Obliviousness and disarray, making conceivable the imbue of outsider ideas, have likewise let free the powers of thin public assumption and ideologization of ethnic and social conventions. Promoting is one of the instruments that assume a part in moving importance from buyer to social items (Odabaşı, 2017). They are equipped for re-understanding and diverting one of a kind codes produced by networks. This case is an extremely compelling technique for the sponsor to tell a great deal of things by utilizing limited codes. In spite

of the fact that promotions are viewed as contending with one another, they are supporting each other towards utilization. They have a one of a kind language. This language is utilized all alone to make that overall proposal that never shows signs of change. Their messages are additionally basic. It is suggested that we purchase another article and change ourselves or our lives. With this new item, guarantees are made that the individual will be better, wonderful, and solid. People who purchase the items prescribed by the promotion attempt to be content with this reality (Berger, 1995). Publicizing assumes a fundamental function in the Islamic world and Muslim social orders too. Leading promoting is allowable as long as it never crosses the Shariah law (Al-Makaty, Van Tubergen, Whitlow, & Boyd, 1996). Promoters produce strict substance to arrive at Muslim objective gatherings. The size of this market draws in the consideration of Muslim makers as well as non-Muslim makers. Commercials incorporate strict images and qualities. In the field of purchaser conduct, the factor of religion, which is among the social and social impacts influencing the conduct. It has consistently assumed a fundamental function in the buy conduct of shoppers. Strict wording is utilized in promotions to console purchasers of the Islamic trustworthiness of items and administrations (Haque, Ahmed, & Irfath Jahan, 2010). As appeared in Table 1, numerous researchers made definitions on this subject. Obviously, the issue ought not be restricted to the preclusion of non Halal items and administrations. With regards to promoting, the situation of publicizing on social orders, masses, and perspective ought to likewise be thought of. To discover the responses to these issues, two goals were recognized: I) to dissect the publicizing content regarding Halal promoting and Islamic promoting through YouTube advertisements; and ii) to research the frequencies of significant cheap food brand's (KFC, Burger King, McDonald's, Subway) YouTube advertisements. as far as Semiotics.

## 2. LITERATURE AND BACKGROUND

### 2.1. Advertising in YouTube

In our age, the most well-known media of promoting are social sharing organizations. Facebook; solid regarding publicizing, Twitter; news, data, media-situated, lean however high return, YouTube; dynamic in visual and promoting admittance to a wide crowd, Google+ expands the effect of the Google Ad Works program. Accordingly, every one stands apart with various highlights (Funk, 2012). YouTube is in fact a stage where clients can transfer, offer, and watch video content. Additionally, it very well may be said that the motivation behind the utilization of YouTube fluctuates. On YouTube, clients can cause their distributions, to make correspondence channels among themselves, and offer their substance with the world (Alper, 2012). In spite of the fact that YouTube is an interpersonal organization, the potential outcomes offered by the organization are not restricted to these. YouTube is likewise a publicizing medium.

These days, organizations can do promoting exercises by means of YouTube. In this specific situation, it tends to be said that YouTube is utilized for different purposes in promoting exercises. It very well may be understood a ton of objectives through YouTube, for example, making brand mindfulness, publicizing a particular item, giving item backing, and retail deals (Akar, 2011). The utilization of online media is likewise vital in Malaysia. As indicated by the most followed web-based media direct in Malaysia is Google with 70% and YouTube with 69% announced in Digital 2018: Malaysia. This circumstance is trailed by WhatsApp, Instagram, and Facebook Messenger, separately. In addition, web-based publicizing starts things out with 31% as a promoting medium. In Malaysia, 79% of the all-out populace is web clients. 75% of the populace are dynamic web-based media clients. 69% of the populace effectively follows online media on their cell phones.

Table-1. *Halal Advertising Literature, Azmin Azliza Aziz (2019).*

Viewpoint		Headings
Anwar and Saeed (1996)	They had highlighted the elements of Islamic Advertising.	1. Truthfulness, 2. Spending Behavior, 3. <i>Halal</i> and Haram Criteria, 4. Publication Ethics 5. Human Dignity.
Anwar and Saeed (1996)	They also outlined four dimensions of <i>Halal</i> advertising tools that can be specifically tailored to achieve.	1. Healthy competition in the market, 2. Freedom for consumers to select products which suit functional and social needs, 3. Improvement in the quality of products, 4. Enhancement of Islamic moral conduct
Islam and Alam (2013)	Outlined five dimensions of advertising in Islamic perspective.	1. Precise statement, 2. Prohibited elements as a promotional tool, 3. Persuasive, 4. Transparent, 5. Avoid nudity
Abdul Cader (2015)	Quranic Message that influence <i>Halal</i> Advertising	1. Haram (impermissible), alcohol, gambling, deceptive advertising depiction of idols, the non-Islamic portrayal of woman, 2. Islamic activities, respecting Islamic duties such as prayer times, 3. Being thankful for the blessing of Allah
Shafiq, Haque, Abdullah, and Jan (2017)	They defined four general rules of Islamic advertising.	1. It should not exploit the basic instincts of consumers and should avoid provoking desires that can never be fulfilled, 2. It should be based on truth and complete revealing of all product attributes, 3. The product should not be haram neither should be it harmful, 4. It should advocate consumption as a form of worship and promote moderation in the same.
Purnama and Safira (2017)	Provide Islamic ethical guidelines for advertising.	1. Does not show inappropriately dressed people, 2. Does not use sexual appeal, 3. Does not use emotional appeal, 4. Does not use fear appeal, 5. Does not use portray immorality, 6. Does not use profane language, 7. Does not depict disbelief in Islam, 8. Does not encourage extravagance, 9. Does not use false testimonies, 10. Does not use exaggerate by making claims which are unsupported by evidence.
Shafiq et al. (2017)	Described the characteristics of Islamic advertising.	1. Ethical, 2. Credible, 3. Nondeceptive 4. Simple 5. Humane.

### 3. METHODOLOGY

The destinations of this investigation are twofold. To start with, it means to break down the publicizing content regarding Halal promoting and Islamic Advertising through YouTube advertisements. Second, it expects to examine the frequencies of significant cheap food brand's (KFC, Burger King, McDonald's, Subway) and YouTube advertisements with regards to Semiotics. In the writing part of this exploration, Halal Concept and utilizations, Halal Advertising and Islamic Advertising are analyzed. In view of these issues, Halal/Islamic publicizing components and measurement are assembled under six fundamental headings. These headings were framed by sticking to Anwar and Saeed (1996) and Aziz et al. (2019). A few drivers are coordinated in light of the likeness of significance. For example, honesty can be classified under believability; spending conduct can be ordered under non-misleading. In rundown, we recognized six components or attributes, to be specific, validity, non-misleading, effortlessness, pride, accommodating, and distribution morals. 23 coding things were resolved thinking about these variables. These things have been created with motivation from past work. The second phase of the investigation is the examination of publicizing as far as semiotics. To research what the significance of promotion is, semiotics is one of the fundamental strategies utilized. For a superior comprehension of semiotics, right off the bat, it is valuable to comprehend what the signs are. The signs depict the component coming about because of the blend

of the signifier and what is connoted (Barthes, 1979). As indicated by semiotics, all signs in our universe of life have meaning. All that has significance in a picture is a sign. In this way, it is a semiotic exploration object. Semiotics incorporates numerous parts of humanities and social science. Any human action, for example, music, design, behavior, promoting, style, writing, can each be drawn nearer regarding semiotics (Culler, 1985). In taking care of the misreading of the photo ads, Barthes (1979) separated the signs into two classes. They are verbal parts and nonverbal signs. In this exploration, a double qualification has been set up as verbal and nonverbal signs. Citation, Slogan, Capital Letter, Title of Product and notice as a verbal; shading, the image of human, outline and logo as a non-verbal (Sofiyah, 2019). Notwithstanding this scale, human voice and music are likewise included. Likewise, it is resolved how the Halal logo is remembered for the promotion. This exploration was directed in July 2019. The distribution dates of the advertisements looked into have not been thought of. It has inspected a sum of 69 promotions. In view of the writing, an aggregate of 23 coding things were recognized. The publicizing content from the official Malaysia YouTube page was gathered and dissected by two coders (creators) autonomously.

#### 4. RESULTS AND DISCUSSION

This examination depends on 69 promotions which contained in significant cheap food brands' YouTube Channels. As appeared in Table 2, the complete paces of preferences of advertisements are 46,920 the general rates of aversion are 21,302 the all-out paces of remarks are 54 and the all-out paces of perspectives are 68,276,400.

Table-2. Advertising rates.

Like	Dislike	Comment	Views
46, 920	21,302	54	68,276,400

As appeared in the Table 3, there are 235 verbals and 138 nonverbal signs in the ads. Likewise, 76.81% of promotions incorporate the human voice. 79.71% of the promotions have music. 40.57% of promotions included item costs, 78.26% of promotions have a trademark, writings are promoted in 92.75% of promotions, 42.02% of notices took sees, 50.07% of the advertisements included pictures of human, while 50.07% of the advertisements have delineations, brand logos are remembered for 98.5% of the advertisements., 76.81% of advertisements included human voices, 79.71% of advertisements utilized music.

Table-3. Verbal and non-verbal rates.

Type of signs	Categories of signs	Score	%
Verbal	Quotation	28	40.57%
	Slogan	54	78.26%
	Capital Letter	64	92.75%
	Title of Product	60	86.95%
	Notice	29	42.02%
<b>Total</b>		235	
Non-Verbal	Color		
	The picture of human	35	50.70
	Illustration	35	50.70
	Logo	68	98.50
<b>Total</b>		138	
	Human Voice	53	76.81%
	Human Voice	55	79.71%

Halal accentuation on promotions Table 4, the utilization of Halal logos, and the length of the logos were estimated. As indicated by these outcomes, 71.01% of the promotions included Halal endorsements. Additionally, in 51.02% of the promotions, the Halal endorsement was found in the whole commercial. Halal declarations were seen toward the finish of the ad in 48.97% of the commercials.

Table-4. Halal emphasis.

Halal Emphasis (%)			
Halal Signs	Certificate (Logo)	Exist	Not
		70.01%	29.99%
	Duration of Logo	All	in the end
		51.02%	48.97%

Table 5 arranges the semiotics indications of Brands, as per this; It is seen that, KFC started things out in the paces of perspectives with 49.07%. The entirety of the remarks just had a place with Burger King promotions. Different brands remarks shut. The utilization of shading in all promotions very differed. Notwithstanding their own logo tones, brands utilized generally red, high contrast tones. In the utilization of the Halal Logo, KFC positioned first with 38.77%, McDonalds positioned second with 36.73% and Burger King positioned third with 24.48%. The Halal Logo was never utilized in Subway advertisements.

Table-5. Brand's results.

		Mc Donald's	%	Burger king	%	KFC	%	Subway	%	Total
Video	No. of Videos	20	28.98	14	20.28	20	28.98	15	21.73	69
General	Views	2195254	36.32	3829147	6.33	29659003	49.07	4992546	8.26	68,276,400
	Like	17016	37.73	416	0.92	23601	52.33	4059	9.00	46,920
	Dislike	6724	34.30	127	0.64	12336	62.92	416	2.12	21,302
	Comments	0	0.00	54	100.0	0	0.00	0	0.00	54
Verbal	Quotation	3	10.71	5	17.85	11	39.28	9	32.14	28
	Slogan	19	65.18	8	15.68	18	33.33	9	16.66	54
	Capital letter	17	26.56	14	21.87	20	31.25	13	20.31	64
	Products Title	17	26.56	13	21.87	17	28.33	13	21.66	60
	Notice	9	31.03	5	17.24	8	27.58	7	24.13	29
Non-Verbal	Color									
	The Picture	14	40.00	9	25.71	13	37.14	5	14.28	35
	Illustration	8	22.85	3	8.57	10	28.57	14	40.00	35
	Logo	20	29.41	13	19.11	20	29.41	15	22.05	68
Sound	Human Voice	20	37.73	9	16.98	14	26.41	10	18.86	53
	Music	18	37.73	17	12.72	16	29.09	14	25.45	55
Halal	Logo	18	36.73	12	16.66	19	38.77	0	0.00	49
	Duration of logo (All)	14	36.73	2	8.00	9	36.00	0	0.00	25
	Duration of logo	4	16.66	10	41.66	10	41.66	0	0.00	24

McDonalds is the organization that gave the most spot to the Halal Logo in promotions. In 14 McDonalds' promotions, the Halal Logo was appeared in entire recordings. In the other 4 promotions, the logo was appeared toward the finish of recordings. This rate was 9 to 10 for KFC and 10 to 2 for Burger King.

#### 4.1. Burger King

Burger King advertisements typically dependent on item advancements. These advertisements incorporate social and strict components, for example, Chinese Christmas. It is additionally observed that these notices have an intercultural accentuation. For instance; an advertisement shows that the Muslim family who are visitors of the Chinese family's home. Some different advertisements incorporate Fast food renditions of Malaysian social items, for example, Nasi Lemak. Then again, the introduction of new items comprises the substance of the promotions. Characters have a crown on their heads so this gives the feeling that clients who devour items are rulers. Promotions contain references to the innovation of the substance utilized in the item, for example, "100% Beef!". To sum up; it is seen that these advertisements have item data and experience guidance (attempt today, Taste is the best and so forth) Misrepresentation is found in advertisements. Promotions incorporate "Burn-through additional!" accentuation. There are endowments and rebate offer.

#### 4.2. KFC

Specifically, ads incorporate amusement. For instance, it turns out to be evident that guardians who burn-through items become kids and have some good times as youngsters. An uncommon melody was formed and distributed for Ramadan (Raya Selamba). All in all, promotions are distributed in three distinct dialects (Malay, English, Chinese). Moreover, "Salam Ramadan" advertisement has strict, family and social accentuation. Ads incorporate creature use. The ideal language was utilized to portray the attributes of the item. All in all, this has transformed into a story with a component of allure (Horror scene-apparition). There is a commercial about Chinese New Year. On the off chance that we make a general appraisal, the item data is oftentimes included. Experience is suggested. (get it today... ). It is especially stressed that the old and guardians become puerile and upbeat during and subsequent to devouring KFC. There are numerous distortions in publicizing. To abstain from cheating, there are admonitions, for example, restricted time as it were. A relentless talk was utilized for item insight. There are additionally alerts like "last call".

#### 4.3. McDonald's

There is a social accentuation on building up an item called "Nasi MCD". Furthermore, the characters eat this dish with their hands. There are a few unique advertisements explicit to Ramadan. These promotions incorporate Islamic accentuation (petition, iftar with family or companions and so on) Furthermore, it is underscored that a dispatch, who is fasting, works with patients in the blistering climate. A few thoughts are given in the message, for example, when you eat alone, you just hear the sound of the food or you will be glad when you eat with loved ones. Realistic fiction is generally utilized. Overstated and ridiculous issues, for example, partition, agony of affection, double dealing, mystery, are additionally utilized. The burgers are compared to up-and-comers contending in the political race, which they give guarantees. Advertisements for additional zesty items can be recognized from others. Since in these plugs individuals endure due to the additional flavor. Along these lines, the misrepresentation that the promotion attempts to pass on in the implication has risen with genuine encounters. Therefore, item data is given a great deal. Experience has suggestions. It has the most misrepresented advertisements among the 4 brands. In promotions, there is an accentuation on eating regardless of whether it isn't required. Furthermore, it is prescribed to eat meat by saying that you ought not eat chicken any longer. In promoting, there is a great deal of demand. There are numerous endowments and special notification in promotions.

#### 4.4. Subway

The language utilized in publicizing is commonly Malay. Advertisements of this brand are general takes note. The pace of anecdotal movies is 25%. Among these four brands, there is just a reference to another brand, organization or organization (Star Wars). At the end of the day, the utilization of an acclaimed brand is accessible.

All in all, item data is given in detail. It is suggested for experience. There are a great deal of overstated messages, and furthermore numerous blessings and special notification in promotions.

## 5. CONCLUSION

As indicated by the outcomes, the YouTube advertisements of these four significant brands show up in various situations as far as the utilization of the Halal idea and Halal promoting. McDonald's starts things out as far as the utilization of Halal logos and Islamic qualities and images. The Subway brand does exclude Islamic images, including the utilization of Halal logo. In many ads, unmistakably indicating the substance of items might be credited to the principles of Halal promoting and Islamic publicizing. It appears to be that the ads do exclude disputable issues and issues that require affect ability. It very well may be said that all brands focus on this issue. Furthermore, there is practically no substance on issues, for example, the female body and its com-modification, and bareness and segregation. Be that as it may, notwithstanding all these positive angles, because of the idea of publicizing, the accentuation on misrepresentation and need is sadly in all brands. Influence, motivations, blessing contributions can be supposed to be found in all notices. To summarize, the advertisements that have the outcomes of making a culture and making the plan likewise incorporate components, for example, the idea of Halal, Halal promoting and Islamic publicizing qualities. Nonetheless, as it was passed on in the writing, one should trust that the idea of *Halal* ought not lose its significance and worth.

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