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**FOOD ADVERTISEMENTS IN MALAYSIA: IDEAL TOOLS FOR DA'WAH?**

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# 1. INTRODUCTION

- Advertising as a medium of social communication to influence and satisfy human needs and wants that is important in modern society (Halamata, 2013).
- The notion of advertisements affecting target audiences in ways that could shape their perception of reality makes their examination important.
- The increased usage of advertisements in Malaysia makes their examination important as evident through the potential increase in ADEX in the second quarter of 2022 as reported by Kenanga Research.

## 2. PROBLEM STATEMENT AND OBJECTIVE

- Advertising not only brings together buyers and sellers at the marketplace but also educates us on ideals and makes us better people.
- Ethics in advertising define as principles to guide between the seller and buyer in term of the way of communication (Vidhya et al., 2016).
- Da'wah being one of the relevant needs in Muslim community to adapt the transformation in the society especially in term of digital communication, internet and social media (Saleh et al., 2022).
- When advertisements are used to bring us to the right path, this entails their use as tools for da'wah. Temporal (2011) lists some Islamic values that could be used for the purpose of global branding that could be imbued in advertisements.

# 3. METHODOLOGY

- The question of whether they are found in video advertisements of halal food products in Malaysia and how they have been incorporated will be at the centre of their examination using qualitative content analysis in the proposed study.
- 20 food advertisements were selected from YouTube after keywords food, advertisements, Malaysia, 2022 were keyed in.
- To cast a larger net, ads since five years ago were included in the sample of advertisements. They had to be ads that were in video form and shown in Malaysia.

## 4. FINDINGS

- It is expected that the advertisements produced and shown to a Muslim majority audience would contain Islamic values upholding the expectations of the regulatory authorities.
- The Islamic values selected to analyse the food advertisements are (Temporal, 2011):

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<b>Pure</b>	<b>Trusted</b>
<b>Wholesome</b>	<b>Responsible</b>
<b>Honest</b>	<b>Credible</b>
<b>Consistent</b>	<b>Intelligent</b>
<b>Fair</b>	<b>Wise</b>
<b>Kind</b>	<b>Communicative</b>
<b>True</b>	<b>Respectful</b>
<b>Modest</b>	<b>Peaceful</b>
<b>Considerate</b>	<b>Authentic</b>

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## 4. FINDINGS

No	Category	Islamic Value	Elements
1.	Food delivery	responsible	Inclusion of deaf worker through hiring by employer
2.	Food store	peaceful	Different ethnicities living in peace a they talk about Malaysian food that unites them in BM
3.	Festivity-Raya ad	kind	Non-Muslim friends respect Ramadhan and buy their Muslim friend iftar.
4.	Festivity-Raya ad	respectful	Humorous ad of intending to support women but ends up supporting men
5.	Festivity-Raya ad	peaceful	Various foods and ways to celebrate Raya depicted
6.	Festivity-Raya ad	kind	Restaurant owner helps the poor by employing them.
7.	Festivities-Merdeka and Hari Malaysia	responsible	Words of inspiration written by Grab food delivery drivers on their carriers. They believe in themselves. Grab is responsible by including all sorts of people.

## 4. FINDINGS

No	Category	Islamic Value	Elements
8.	Festivity-CNY	responsible	Aunty Choi buys a good luck bracelet that did not work, her family still celebrated CNY with her despite her feeling down and misfortunes.
9.	Festivity-Raya ad	responsible	A father yearns for his son to come home for Raya and he does eventually.
10.	Festivity-Raya ad	responsible	Friends, family and Foodpanda make Yana happy and complete each other despite the phobia of being asked when she'll get married.
11.	Festivity-Raya ad	peaceful	Do not be affected by the situation (COVID-19). As long as Raya is celebrated with the people we love then it is OK.
12.	Festivity-Raya ad	kind	A group kids who are friends go visiting and asking for ang paus during Raya. One of them notices that a friend's dad is ill. He donates all his Raya money to him instead of going shopping.
13.	Festivity-Raya ad	responsible	A woman goes back to memory lane as she visits her late mother's home during Raya.

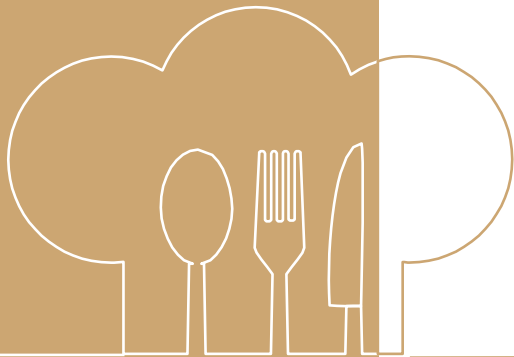


## 4. FINDINGS

No	Category	Islamic Value	Elements
14.	Food promotion	modest (pricing)	Offer of 3-layer burger at a cheap price only on Malaysia day.
15.	Festivity-Raya ad	peaceful	A daughter complains of having to take care of her daughter who often goes missing. The daughter turns into her mum who has Alzheimer's. It is her turn to take care of her mum instead of vice versa. Celebrate Raya with the person we love.
16.	Festivity-Hari Merdeka and Malaysia Day	considerate	A class activity on ways to develop Malaysia turned into helping a student who was missing because he was caring for his siblings as his mother went to work. Their teacher also helped the student at the end.
17.	Festivity-CNY	considerate	A woman owns a restaurant and is too busy to return for the Reunion dinner. Instead, her family visits her and has their reunion dinner at her restaurant.
18.	Festivity-CNY	considerate	Two siblings successfully help their dad as his business selling tarts goes down. They innovated marketable tarts.

## 4. FINDINGS

No	Category	Islamic Value	Elements
19.	Festivity-Raya ad	kind	Family members should do activities together in preparation for Raya. This would make their bond closer.
20.	Festivity-Raya ad	kind	A Chinese brings up children of 3 ethnicities. They help the Chinese prepare for CNY together despite coming from different ethnic groups.



## 4. FINDINGS

- 20 video ads on YouTube were examined.
- 6 ads mention responsible as the Islamic value.
- 4 ads mention peaceful as the Islamic value.
- 5 ads mention kind as the Islamic value.
- 3 ads mention considerate as the Islamic value
- 1 ad mentions modest as the Islamic value.
- 1 ad mentions respectful as the Islamic value.
- Most ads examined were festive ads that focused on food.
- Most ads used the responsible Islamic value.



## 5. DISCUSSION AND CONCLUSION

- All food ads examined depicted Islamic values.
- The predominant Islamic value is responsible.
- Responsible to their family members by giving support or responsible by being inclusive of people from all walks of life: single mums, singletons, PwDs etc.
- Indeed, responsible believers will be rewarded by Allah SWT, hence focusing on the message of the importance of being responsible is important.
  - Sahih International: Indeed, the Muslim men and Muslim women, the believing men and believing women, the obedient men and obedient women, the truthful men and truthful women, the patient men and patient women, the humble men and humble women, the charitable men and charitable women, the fasting men and fasting women, the men who guard their private parts and the women who do so, and the men who remember Allah often and the women who do so - for them Allah has prepared forgiveness and a great reward.

(Surah *Al-Ahzab* 33:35)

## 5. CONCLUSION

- Users should be aware in using the products for the purposes of da'wah to enhance their lives to be better Muslim in physical and spiritual aspects by using the Quran and Hadith as the main references (Razak & Rahim, 2020).
- The interpretation of da'wah message in the advertisement build the relationship with the consumers that encourage them to purchase the products (Santoso and Prinati, 2022).



**Thank You**

