



بوکرورہ

Programme Book

SAPPHAT

6TH INTERNATIONAL SEMINAR
ON HALALAN THAYYIBAN
PRODUCTS AND SERVICES

“Enhancing Halal Sustainability
based on Maqasid Shariah”

BALAI KHAZANAH ISLAM
SULTAN HAJI HASSANAL BOLKIAH
16-18 ZULKAEDAH 1444/5-7 JUNE 2023

CO-ORGANIZERS:



CO-HOSTS:



COLLABORATORS



STRATEGIC PARTNERS



SUPPORTED BY



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

PREFACE BY RECTOR

بسم الله الرحمن الرحيم

الحمد لله رب العالمين والصلاة والسلام على أشرف الأنبياء والمرسلين، سيدنا محمد وعلى آله وصحبه ومن تبعهم

بإحسان إلى يوم الدين.

السلام عليكم ورحمة الله وبركاته

Alhamdulillah, all praise be to Allah, The Most Gracious and The Most Merciful, peace and blessings be upon the Prophet Muhammad, and with Allah's blessings, mercy, and abundance, this is the sixth time the International Seminar on Halalan Thayyiban Products and Services 2023 (SAPPHAT 2023) have been organized by Universiti Islam Sultan Sharif Ali (UNISSA) through Halalan Thayyiban Research Centre and jointly co-organized with the Ministry of Religious Affairs in conjunction with Brunei Mid-Year Conference and Exhibition 2023 which supported by Ministry of Primary Resources and Tourism. The Standards and Metrology Institute for Islamic Countries (SMIIC) and Research Centre for Islamic History, Art and Culture (IRCICA) also co-hosted the seminar. This year the seminar collaborated with Universiti Sultan Zainal Abidin (UniSZA), Universitas Negeri Malang (UM), Universiti Putra Malaysia (UPM), Prince of Songkla University (PSU), Management and Science University (MSU), Osaka University (OU), Universiti Kebangsaan Malaysia (UKM) and Universiti Sains Islam Malaysia (USIM).

SAPPHAT 2023 will focus on 'Enhancing Halal Sustainability through Maqasid Shariah'. With this theme, we hope to emphasize the importance of Maqasid Shariah in the halal industry, not only to maintain the integrity of halal products and services, but also to innovate, sustain, and transform it. The growth and improvement of the halal industry around the world have been a sign of the importance of the halalan thayyiban aspect in life globally. The increasing need for various services and halal thayyiban products has proven that the concept of halalan thayyiban can lead to universal benefits. We believe bridging the innovation gap between academics, industry, and the government is critical to ensuring that halal can be used to diversify Brunei Darussalam's income and propel the halal economy forward. As a result, SAPPHAT VI 2023 would be a fantastic place to raise awareness, network, and develop collaboration among the relevant stakeholders. We also hope that this seminar will serve as a springboard for further research into how to enhance halal sustainability through Maqasid Shariah, improve and promote our halal industry, as well as the required governance that must be in place to support it.

Many people have worked really hard to achieve the aims of this seminar. Special thanks go to the organising committee, reviewers and those who have contributed directly and indirectly to the success of this seminar. We would also want to thank all of the keynote speakers, invited speakers, and all presenters who contributed to the discourse. May Allah richly reward everyone for their great efforts.

وبالله التوفيق والهداية

والسلام عليكم ورحمة الله وبركاته

DR HAJI NORARFAN BIN HAJI ZAINAL

Rector of Universiti Islam Sultan Sharif Ali

Advisor for SAPPHAT 2023

Secretary of Brunei Mid-Year Conference and Exhibition 2023

FOREWORD FROM CHAIRPERSON

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Alhamdulillah, all praise be to Allah, The Most Gracious and The Most Merciful, peace and blessings be upon the Prophet Muhammad, and with Allah's blessings, mercy and abundance, this sixth International Seminar on Halalan Thayyiban Products and Services (SAPPHAT) was successfully organized.

It gives me great pleasure to welcome all of the SAPPHAT 2023 keynote speakers, invited speakers, presenters and participants. Indeed, it is an honour for us to conduct SAPPHAT 2023 which is jointly organized with the Ministry of Religious Affairs, co-hosted by the Standards and Metrology Institute for Islamic Countries (SMIIC) and Research Centre for Islamic History, Art and Culture (IRCICA), and in collaboration with Universiti Sultan Zainal Abidin (UniSZA), Universitas Negeri Malang (UM), Universiti Putra Malaysia (UPM), Prince of Songkla University (PSU), Management and Science University (MSU), Osaka University (OU), Universiti Kebangsaan Malaysia (UKM) and Universiti Sains Islam Malaysia (USIM), in conjunction with the Brunei Mid-Year Conference and Exhibition (Brunei-MYCE) 2023 which is supported by Ministry of Primary Resources and Tourism.

The theme for the sixth SAPPHAT 'Enhancing Halal Sustainability through Maqasid Shariah' is very relevant to the present situation. The objectives of choosing this theme are to implement Maqasid Shariah in order to enhance the continuity of the halalan thayyiban concept in the halal industry; to emphasize the benefits of Maqasid Shariah; and to hold discussions in the development of the halal industry.

It is hoped that the SAPPHAT VI 2023 could provide a platform for important players from various backgrounds, views, and interests to cross-fertilize ideas and create synergy to enhance and strengthen the halal industry. Hopefully, with the implementation of this seminar, this seminar will be able to be a catalyst for all halal industry practitioners and entrepreneurs especially in the country to continue to strive and be resilient in improving the quality of halal thayyiban products and services.

It is envisaged that by sharing ideas and exchanging experiences, UNISSA will be able to realize its goal of expanding research in the Halalan Thayyiban field, which would be a great contribution to Brunei Darussalam and fully assist the realization of Wawasan Brunei 2035.

Finally, SAPPHAT VI 2023 would not be feasible without everyone's hard effort, dedication, coordination and cooperation in making this seminar a success. Thank you for devoting your significant time and efforts to bringing SAPPHAT VI 2023 a reality. Special appreciation also goes to all the speakers and participants for their support of this seminar. It is anticipated that we would learn something useful and that this knowledge will be blessed by Allah and become *sadaqah jariah* in the hereafter.

وبالله التوفيق والهداية والسلام عليكم ورحمة الله وبركاته

PENGIRAN DR HAJAH NORKHAIRIAH BINTI PENGIRAN HAJI HASHIM

Director of Halalan Thayyiban Research Centre

Universiti Islam Sultan Sharif Ali

As Co-Chairperson of the International Seminar on Halalan Thayyiban Products and Services 2023

SAPPHAT VI

2023

LAUNCHING CEREMONY

6TH INTERNATIONAL SEMINAR ON HALALAN THAYYIBAN PRODUCTS AND SERVICES (SAPPHAT VI) 2023

&

INTERNATIONAL EXHIBITION ON HALALAN THAYYIBAN PRODUCTS AND SERVICES 2023

Monday, 5 June 2023 | 16 Zulkaedah 1444

Auditorium Hall

Balai Khazanah Islam Sultan Haji Hassanal Bolkiah

- 7.45 am : Registration of Participants and Presenters of SAPPHAT VI 2023
- 8.45 am : Arrival of Guests
- 9.30 am : **Arrival of the Guest of Honour**
Yang Berhormat
Pehin Udana Khatib Dato Paduka Seri Setia Ustaz Haji Awang Badaruddin bin Pengarah Dato Paduka Haji Awang Othman
Minister of Religious Affairs
Negara Brunei Darussalam
- 9.45 am : **Recitation of Surah Al-Fatihah**
- : **Welcoming Remarks**
Yang Mulia
Pengiran Dr Hajah Norkhairiah binti Pengiran Haji Hashim
Director, Halalan Thayyiban Research Centre, UNISSA
Co-Chairperson of SAPPHAT VI 2023
- : **Speech and Official Launching of the 6th International Seminar on Halalan Thayyiban Products and Services (SAPPHAT VI) 2023 & International Exhibition on Halalan Thayyiban Products and Services by Guest of Honour**
- : **Main Keynote Presentation**
Cabaran Fatwa Kontemporari dalam Menghadapi Produk Makanan dan Kepenggunaan Moden
Associate Professor Dato' Dr Mohd Izhar Ariff Mohd Kashim
Deputy Dean Networking & Alumni,
Faculty of Islamic Studies,
Universiti Kebangsaan Malaysia.
- : **Souvenir Presentation**
- : **Recitation of Doa Selamat**
- : **Coffee Break**
- : **Launching of Islamic Calligraphy Exhibition**
- : **Visit to Exhibition and Showcase Booths**
- : **Ends**

SEMINAR PROGRAMME

6TH INTERNATIONAL SEMINAR ON HALALAN THAYYIBAN PRODUCTS AND SERVICES (SAPPAT VI) 2023

Monday, 5 June 2023 | 16 Zulkaedah 1444
Balai Khazanah Islam Sultan Haji Hassanal Bolkiah

		Auditorium Hall (Ground Floor)	Lecture Room (1 st Floor)	Meeting Room (1 st Floor)	Administration Meeting Room (3 rd Floor)
11.00 am	:	Special Presentation	Paper Presentation (Session 1)	Paper Presentation (Session 1)	Paper Presentation (Session 1)
11.15 am – 12.15 pm	:	Paper Presentation (Session 1)			
12.15 pm	:	Lunch Break and Zuhr Prayer			
1.30 pm	:	Keynote Presentation	Paper Presentation (Session 2)	-	-
3.00 – 5.00	:	Visit to Galeri Pameran Balai Khazanah Islam Sultan Haji Hassanal Bolkiah			

Wednesday, 7 June 2023 | 18 Zulkaedah 1444
Balai Khazanah Islam Sultan Haji Hassanal Bolkiah

		Auditorium Hall (Ground Floor)	Conference Room (Ground Floor)	Lecture Room (1 st Floor)
8.30 am – 10.00 am	:	Keynote Presentation & Special Presentation	Roundtable Discussion	Paper Presentation (Session 3)
10.00 am	:	Coffee Break		
10.30 am – 12.15 pm	:	Keynote Presentation & Special Presentation	Roundtable Discussion	Paper Presentation (Session 4)
12.15 pm	:	Lunch Break and Zuhr Prayer		
1.30 pm	:	Keynote Presentation & Special Presentation	-	-
3.00 pm	:	Closing Ceremony	-	-

SEMINAR PROGRAMME

SEMINAR PROGRAMME

6TH INTERNATIONAL SEMINAR ON HALALAN THAYYIBAN PRODUCTS AND SERVICES (SAPPAT VI) 2023

Monday, 5 June 2023 | 16 Zulkaedah 1444

Auditorium Hall

Balai Khazanah Islam Sultan Haji Hassanah Bolkihah

- 11.00 am : **Special Presentation**
Indonesia Halal Outlook
Dr Muhammad Aqil Irham
Chairman of Halal Product Assurance Organizing Agency
Ministry of Religious Affairs
Republic of Indonesia
- 11.15 am : **Paper Presentation (Session 1)**
- 12.15 pm : **Lunch Break and Zuhur Prayer**

KEYNOTE PRESENTATION

RESEARCH CENTRE FOR ISLAMIC HISTORY, ART AND CULTURE (IRCICA),
REPUBLIC OF TÜRKIYE
IN CONJUNCTION WITH BRUNEI MYCE 2023

Monday, 5 June 2023 / 16 Zulkaedah 1444
Auditorium Hall
Balai Khazanah Islam Sultan Haji Hassanal Bolkiah

- 1.30 pm : Registration of Participants and Presenters of SAPPAT VI 2023
- 2.00 pm : **Arrival of Guest of Honour**
His Excellency
Professor Dr Hamit Ersoy
The Ambassador and Plenipotentiary of the Republic of Türkiye
Brunei Darussalam
- : **Recitation of Surah al-Fatihah**
- 2.05 – 2.20 pm : **Keynote Presentation**
Philosophy of Islamic Calligraphy
Professor Dr Mahmud Erol Kiliç
Director General
Research Centre for Islamic History, Art and Culture (IRCICA)
Republic of Türkiye

SEMINAR PROGRAMME

6TH INTERNATIONAL SEMINAR ON HALALAN THAYYIBAN
PRODUCTS AND SERVICES (SAPPAT VI) 2023

Monday, 5 June 2023 / 16 Zulkaedah 1444
Auditorium Hall, Balai Khazanah Islam Sultan Haji Hassanal Bolkiah

- 2.20 – 2.35 pm : **Keynote Presentation**
Philosophy of Halal – An Integration of Naqli and Aqli Knowledge
Professor Ts. Dr Sharifudin Md Shaarani
Vice Chancellor
Universiti Sains Islam Malaysia
- 2.35 – 2.50 pm : **Keynote Presentation**
Traceability Systems in the Halal Industry
Ustaz Wan Mohd Asraf Adline bin Wan Draman
Management and Science University
Malaysia
- 2.50 pm : **Certificate Presentation**
- 3.00 – 5.00 pm : **Visit to Galeri Pameran Balai Khazanah Islam
Sultan Haji Hassanal Bolkiah**
: Photo Session
: End of Day 1 Programme

SEMINAR PROGRAMME

6TH INTERNATIONAL SEMINAR ON HALALAN THAYYIBAN PRODUCTS AND SERVICES (SAPPBAT VI) 2023

Wednesday, 7 June 2023 | 18 Zulkaedah 1444

Auditorium Hall

Balai Khazanah Islam Sultan Haji Hassanal Bolkiah

- 8.30 am : **Registration of Participants and Presenters of SAPPBAT VI 2023**
- 9.00 am – 9.15 am : **Keynote Presentation**
The Wisdom of Food & Beverages Prohibition in Islam: from Maqasid al-Shariah Perspective
Associate Professor Dr Moohamad Ropaning Sulong
Halalan Thayyiban Research Centre
Universiti Islam Sultan Sharif Ali
- 9.15 am – 9.30 am : **Special Presentation**
Perceptions towards Halal Medical Devices among Medical Personnel in Thailand
Dr Sufiana Sareese
Halal Institute
Prince of Songkla University, Thailand
- 9.30 am – 9.45 am : **Special Presentation**
Japan: The Potentially in the Development of the Halalan Toyyiban Product and Service in the Global Standard
Professor Dr Quamrul Hasan
Osaka University
Japan
- 9.45 am – 10.00 am : **Special Presentation**
Effects of Sterilization on Sterility Assurance Level and Antioxidant Activity: in the Case of Thai Halal Curry Paste
Dr Naeem Madsari
Halal Institute
Prince of Songkla University, Thailand
- : **Certificate Presentation**
- : **Coffee Break**

- 10.30 am – 10.45 am : **Keynote Presentation**
Dimensi Maqasid Syariah sebagai Parameter Halalan Tayyiban dalam Inovasi Produk Makanan
Profesor Madya To' Puan Dr Nizaita Omar
Faculty of Contemporary Islamic Studies
Universiti Sultan Zainal Abidin, Malaysia
- 10.45 am – 11.00 am : **Keynote Presentation**
Autoriti Wanita Mengawal Selia Pemilihan dan Penyediaan Makanan Halalan Thayyiban dalam Institutsi Keluarga
Pengiran Dr Hajah Norkhairiah binti Pengiran Haji Hashim
Director of Halalan Thayyiban Research Centre
Universiti Islam Sultan Sharif Ali
Negara Brunei Darussalam
- : **Certificate Presentation**
- 12.15 pm : **Lunch Break and Zuhr Prayer**
- 1.30 pm : **Register of Participants and Presenters of SAPPHAT VI 2023**
- 2.00 pm – 2.15 pm : **Keynote Presentation**
Key to Success in Halal: SMIC and Unified OIC/SMIC Standards
Mr İhsan Övüt
Secretary General
Standards and Metrology Institute for Islamic Countries (SMIC)
- 2.15 pm – 2.30 pm : **Special Presentation**
OIC/SMIC Standards on Halal Issues and Halal Quality Infrastructure
Mrs. Sevde Özbey
Specialist
Standards and Metrology Institute for Islamic Countries (SMIC)
- 2.50 pm : **Certificate Presentation**
- 3.00 pm : **Closing Ceremony**
: **Announcement Best Paper Award and Best Presenter Awards**
: **Closing Remarks of SAPPHAT VI 2023**
: Photo Session
: Seminar Ends

PAPER PRESENTATION

PARALLEL SESSIONS
PAPER PRESENTATION PROGRAMME

6TH INTERNATIONAL SEMINAR ON HALALAN THAYYIBAN PRODUCTS AND SERVICES (SAPPAT VI) 2023

Monday, 5 June 2023 | 16 Zulkaedah 1444
Balai Khazanah Islam Sultan Haji Hassanal Bolkiah

PAPER PRESENTATION (SESSION 1)

PAPER PRESENTATION 1
AUDITORIUM HALL (GROUND FLOOR)
MODERATOR: BETANIA KARTIKA

Time	Paper ID	Presenter	Title
11.15 – 11.30 am	PP021	Betania Kartika	<i>The Importance of Medical Tourism in Halal Industry: Hijamah Practice in Malaysia as a Case Study</i>
11.30 – 11.45 am	PP023	Aisah Bella-Salsa	<i>Halal Lifestyle Entrepreneurship: Concept, Practices, Prospects and Challenges – Social Science</i>
11.45 am – 12.00 pm	PP001	Mustafa Afifi Ab Halim	<i>Consumer Legal Remedy in Halal Food Abuse: A Literature Highlight</i>

PAPER PRESENTATION 1
LECTURE ROOM (1ST FLOOR)
MODERATOR: FAZERA SOFEA HAJI MAHADI

Time	Paper ID	Presenter	Title
11.00 – 11.15 am	PP002	Fazera Sofea Hj Mahadi	<i>Logistics and Supply Chain Management in Halal Pharmaceutical Research: A Systematic Literature Review</i>
11.15 – 11.30 am	PP008	Nadzirah Julkifli	<i>Muslim Consumers Knowledge on Production of Halal Meat Products in Brunei Darussalam</i>
11.30 – 11.45 am	PP009	Kyoichiro Sugimoto	<i>Needs Analysis of Halal Matchmaking for Muslim Marriage in Japan</i>
11.45 – 12.00 pm	PP022	Haruna Babatunde Jaiyoabe	<i>The Role of Data-Driven Demand Generation Marketing Strategy in Sustaining Asnafs' Halal Businesses</i>
12.00 – 12.15 pm	PP024	Stephen Sim	<i>An Exploratory Study on Brunei's Tourism Policies to Target Muslim Tourists from the US and Australian Markets</i>

PAPER PRESENTATION 1
MEETING ROOM (1ST FLOOR)
MODERATOR: MUHAMMAD IRHAMMUDIN BIN IBRAHIM

Time	Paper ID	Presenter	Title
11.00 – 11.15 am	PP032	Rawi Syzawi Ratino	<i>Case Study: Sustainable Waste Management of Livestock Farms in Brunei Darussalam</i>
11.15 – 11.30 am	PP015	Nur Liana Izzaty	<i>Halal Tourism: Discovering the importance of Muslim-friendly tour guide services</i>
11.30 – 11.45 am	PP018	Muhammad Irhammudin bin Ibrahim	<i>Synergising Halal Education Stakeholders' Administration and Governance in Malaysia</i>
11.45 – 12.00 pm	PP033	Ajda Azhani Haji Abdul 'Aziz	<i>Consumer's Purchasing Behaviour on Halal Skincare: A Case Study on Brunei Darussalam's Youth</i>
12.00 – 12.15 pm	PP010	Sadath Abdul Salam	<i>Roles of Islamic Shariah Scholars in the Halal Assurance System</i>

PAPER PRESENTATION 1
ADMINISTRATION MEETING ROOM (3RD FLOOR)
MODERATOR: SITI NUR AZIZAH

Time	Paper ID	Presenter	Title
11.00 – 11.15 am	PP013	Siti Nur Azizah	<i>Does Pesantren Economic Independence Strengthen the Halal Value Chain Ecosystem? Evidence from the Economic and Business Association of Pesantren (Hebitren) in Indonesia</i>
11.15 – 11.30 am	PP013	Jeihan Ali Azhar	<i>Does Pesantren Economic Independence Strengthen the Halal Value Chain Ecosystem? Evidence from the Economic and Business Association of Pesantren (Hebitren) in Indonesia</i>
11.30 – 11.45 am	PP034	Siti Nur Affina Halid Khan	<i>Adventurous and Conservative: Muslim Consumers' Lifestyle on Purchasing Muslim Friendly Food in Japan</i>
11.45 – 12.00 pm	PP036	Azera Nasoha Azman	<i>Suicidology in Shariah Perspective with an Emphasis on the Causes and Preventive Measures through Halal Lifestyle</i>
12.00 – 12.15 pm	PP016	Hassan Abd Afees Olanrewaju	<i>The Fiqh of Halal Products and Services in the Light of the Objectives of Shariah: A Conceptual Outlook</i>

**PARALLEL SESSIONS
PAPER PRESENTATION PROGRAMME**

**6TH INTERNATIONAL SEMINAR ON HALALAN THAYYIBAN
PRODUCTS AND SERVICES (SAPPAT VI) 2023**

*Monday, 5 June 2023 / 16 Zulkaedah 1444
Balai Khazanah Islam Sultan Haji Hassanal Bolkiah*

PAPER PRESENTATION (SESSION 2)

**PAPER PRESENTATION 2
LECTURE ROOM (1ST FLOOR)
MODERATOR: NURUL FARHANA HAMDAN**

Time	Paper ID	Presenter	Title
1.45 – 2.00 pm	PP031	Muhammad Na'eem Syafiq Haji Anuar	<i>Halal Permit Application: Willingness among Food Producers under the OVOP Program in Temburong District</i>
2.00 – 2.15 pm	PP004	Nurul Farhana Hamdan	<i>Revealing the Epistemology of Halal Science: According to verses of Al-Quran and Islamic Philosophers</i>
2.15 – 2.30 pm	PP029	Nur'amalina @ Nur'azizah binti Yusof	<i>Hubungan Pemakanan Halalan Thayyiban dengan Kesihatan</i>
2.30 – 2.45 pm	PP035	Dk Amal Habriyatulain Pg Asmadi	<i>The Benefits of Eating Prophetic Foods in Achieving a Halal Lifestyle</i>

PARALLEL SESSIONS
PAPER PRESENTATION PROGRAMME

**6TH INTERNATIONAL SEMINAR ON HALALAN THAYYIBAN
PRODUCTS AND SERVICES (SAPPAT VI) 2023**

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Lecture Room, 1st Floor,
Balai Khazanah Islam Sultan Haji Hassanah Bolkiah

PAPER PRESENTATION (SESSION 3)

PAPER PRESENTATION 3
LECTURE ROOM (1ST FLOOR)
MODERATOR: IZNAN TARIP

Time	Paper ID	Presenter	Title
8.30 – 8.45 am	PP003	Aiman Samhani Abdul Halim	<i>Consumers' Perception on Issuing Brunei Halal Logo to the Local Cosmetic Products</i>
8.45 – 9.00 am	PP006	Siddique Azam	<i>Validation of Best Halal Compliance Practices Model for Halal Certified Restaurants</i>
9.00 – 9.15 am	PP007	Iznan Tarip	<i>Theorizing Islamic Entrepreneurship from an Islamic Governance Perspective</i>
9.15 – 9.30 am	PP011	Siti Nabilah binti Haji Husin	<i>Halal Permit Procedure and Regulations for Local and Imported Cosmetic Products in Brunei Darussalam: A Critical Literature Review</i>
9.30 – 9.45 am	PP012	Siti Nazerah binti A. Hanni/Zalanni	<i>The Implications of Halal Audit Procedure in Assuring the Safety and Quality of Local and Imported Halal Meat Products</i>
9.45 – 10.00 am	PP017	Hajah Siti Norhafizah Haji Zulkarnain	<i>Implementation of Halal Assurance Management System for SMEs for Halal Certification in Brunei Darussalam</i>
10.00 – 10.15 am	PP027	Nor Surilawana Sulaiman	<i>Halal Assurance Management System Implementation among Online Food Businesses in Brunei</i>

PARALLEL SESSIONS
PAPER PRESENTATION PROGRAMME

**6TH INTERNATIONAL SEMINAR ON HALALAN THAYYIBAN
PRODUCTS AND SERVICES (SAPPAT VI) 2023**

Wednesday, 7 June 2023 / 18 Zulkaedah 1444
Lecture Room, 1st Floor,
Balai Khazanah Islam Sultan Haji Hassanah Bolkiah

PAPER PRESENTATION (SESSION 4)

PAPER PRESENTATION 4
LECTURE ROOM (1ST FLOOR)
MODERATOR: WAN SYIBRAH HANISAH WAN SULAIMAN

Time	Paper ID	Presenter	Title
10.30 – 10.45 am	PP014	Suryati Syafri	<i>Red Ginger Oil as Halal Wound Healing Agents</i>
10.45 – 11.00 am	PP020	Zaleha Kassim	<i>Halalan Thayyiban in Aquaculture – A Case Study on Parasite in Hatchery</i>
11.00 – 11.15 am	PP025	Nursyafica Nadia Johari	<i>Algae as an Ecological Indicator in Creating a Sustainable and Ecological Environment</i>
11.15 – 11.30 am	PP026	Ainaa Eliah Abu Bakar	<i>Antimicrobial Activities of Curcumin Extracted from Selected Zingiberaceae Species as Potential Halal Active Pharmaceutical Ingredient</i>
11.30 – 11.45 am	PP028	Wan Syibrah Hanisah Wan Sulaiman	<i>Algae Carotenoid Pigments as New Sources of Halal Bioactive Ingredients</i>
11.45 – 12.00 pm	PP030	Titi Mutiara Kiranawati	<i>Utilization of Moringa Leaves as a dye (Safe, Healthy, and Halal) for school children's snacks</i>

ROUNDTABLE DISCUSSION

SEMINAR PROGRAMME

6TH INTERNATIONAL SEMINAR ON HALALAN THAYYIBAN PRODUCTS AND SERVICES (SAPPAT VI) 2023

Wednesday, 7 June 2023 | 18 Zulkaedah 1444

Conference Room

Balai Khazanah Islam Sultan Haji Hassanal Bolkiah

- 8.00 - 8.30 am : **Registration of Participants**
- 8.30 – 8.40 am : **Recitation of Surah al-Fatihah**
- 8.40 – 10.00 am : **Roundtable Discussion Topic 1**
Cultured Meat: Community Acceptance as an Alternative Source of Materials in the Halal Industry

Chairman:

Associate Professor Dr Shahril Ahmad Razimi
Fakulti Pendidikan Sains Kemasyarakatan
Kolej Universiti Perguruan Ugama Seri Begawan
Negara Brunei Darussaalam

Moderator:

Abang Md Masrur bin Abang Haji Zainuddin
Head of Halal Enforcement Section
Halal Food Control Division
Department of Shariah Affairs
Ministry of Religious Affairs

- 10.00 – 10.15 am : **Coffee Break**
- 10.15 – 11.25 am : **Roundtable Discussion Topic 2**
Guidance for Consumers on Selecting Sugar in the Market, Considering the Usage of Bone Char in Sugar Bleaching/Whitening Process.

Chairman:

Associate Professor Dr Nurdeng Deuraseh
Halalan Thayyiban Research Centre
Universiti Islam Sultan Sharif Ali
Negara Brunei Darussaalam

Moderator:

Abang Md Masrur bin Abang Haji Zainuddin
Head of Halal Enforcement Section
Halal Food Control Division
Department of Shariah Affairs
Ministry of Religious Affairs

- 11.25 – 11.35 : **Results of Roundtable Discussion Topic 1 and Topic 2**
- 12.15 pm : **Ends**

TOUR PROGRAMME

TOUR PROGRAMME

6TH INTERNATIONAL SEMINAR ON HALALAN THAYYIBAN PRODUCTS AND SERVICES (SAPPAT VI) 2023

Tuesday, 6 June 2023 | 17 Zulkaedah 1444

4.30 am	:	Arrival of Speakers and Participants at Jame 'Asr Hassanil Bolkiah Mosque	
4.43 am	:	Solat Subuh berjemaah	
	:	Tazkirah Subuh Dr Haji Adanan bin Haji Basar Ra'es Kolej Universiti Perguruan Ugama Seri Begawan Brunei Darussalam	
	:	Breakfast at Jame 'Asr Hassanil Bolkiah Mosque	
7.00 am	:	Departure from Jame 'Asr Hassanil Bolkiah Mosque	
7.45 am	:	Visit to Royal Brunei Culinary, Lambak Kanan West Industrial, Jalan Utama Berakas (limited to 50 slots only)	
10.30 am	:	[Group 1] Arrival of guests at Pusat Makmal Sainifik Ibnu Sina, UNISSA	[Group 2] Arrival of guests and participants at PDS Abbatoir Bhd Tapak Perusahaan Rumah Penyevelihan, Kg Batang Mitus, Mukim Kiudang, Daerah Tutong. (limited to 20 slots only) Briefing, tour and demonstration
12.00 pm	:	Lunch & Zohor prayer at Pengiran Anak Haji Mohamed Alam Mosque, Kg Sengkarai	
1.00 pm	:	Arrival at Islamic Calligraphy and Arts Studies Centre for Jawi writing demonstration and workshop	
3.45 pm	:	Asr Prayer at Omar 'Ali Saifuddien Mosque	
4.30 pm	:	Proceed to Kg Ayer River Cruise Tour & Afternoon Tea	
	:	Afternoon stroll at Taman Mahkota Jubli Emas	
	:	Free and Easy	
	:	End of Day 2 programme	

ABSTRACTS

CABARAN FATWA KONTEMPORARI DALAM MENGHADAPI PRODUK MAKANAN DAN KEPENGGUNAAN MODEN

Profesor Madya Dato' Dr Mohd Izhar Ariff Mohd Kashim

Pensyarah Fiqh Fatwa Semasa,
Pusat Kajian Syariah, Fakulti Pengajian Islam,
Universiti Kebangsaan Malaysia, Malaysia

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ABSTRAK

Industri produk makanan dan kepenggunaan moden semakin rancak menerusi penghasilan teknologi-teknologi terkini. Ia dilakukan dengan kajian dan penyelidikan yang mendalam oleh golongan bukan Islam bagi memenuhi pelbagai tujuan atau keperluan masyarakat dunia. Atas sebab itu, hari ini terdapat pelbagai isu kontemporari yang memerlukan kepada penentuan hukum semasa agar bersesuaian dengan peredaran zaman. Sebagai langkah menyelesaikan isuisu kontemporari ini, pelbagai kajian hukum oleh pemikir-pemikir Muslim perlu rancak dilakukan bagi mencapai penentuan hukum semasa yang selari dengan kepantasan sains teknologi. Kertas ini akan menjelaskan betapa pentingnya fatwa kontemporari berhubung produk makanan dan kepenggunaan semasa bagi menyelesaikan isu umat Islam pada hari ini. Fatwa seperti ini tidak akan terhasil kecuali menerusi kajian rentas disiplin antara pengajian Islam dengan saintis. Menerusi kajian-kajian seperti ini, pelbagai penemuan baharu akan dikenalpasti sekaligus membantu mufti menfatwakan hukum-hakam yang bersifat semasa. Kertas ini juga turut akan membincangkan beberapa contoh isu hukum produk makanan dan kepenggunaan moden yang memerlukan kepada fatwa dan penelitian. Menerusi contoh-contoh ini, umat Islam akan lebih jelas betapa bersungguhnyanya golongan bukan Muslim menghasilkan produk-produk makanan moden yang status hukumnya diragui bagi tujuan menghalalkan perkara haram. Lebih membimbangkan lagi apabila sumber-sumber haram atau shubhah akan menjadi kebiasaan kepada umat Islam dalam penggunaan produk moden tanpa memikirkan kesan buruk pada masa akan datang. Justeru, diharapkan supaya kertas ilmiah ini dapat membuka minda para ilmuan Islam untuk terus bersatupadu dalam menghasilkan kajiandisiplin rentas disiplin yang bersifat kontemporari supaya syariat Islam tidak dilihat mundur dan ke belakang berbanding sains teknologi.

Keywords: : *Fatwa, sains teknologi produk makanan moden, kajian rentas disiplin*

DIMENSI MAQASID SYARIAH SEBAGAI PARAMETER HALALAN TAYYIBAN DALAM INOVASI PRODUK MAKANAN

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ABSTRAK

Maqasid syariah merupakan ruh syariat dengan makna tersirat yang membawa matlamat syariat dalam setiap hukum yang ditetapkan oleh syarak. Teori dan konsep yang dibangunkan dalam Maqasid Syariat menekankan bentuk dan tujuan syariat dalam menjamin kepentingan hidup manusia. Oleh itu, maqasid Syariah meletakkan dua asas penting iaitu membawa kemaslahatan (*jalbu masalih*) dan menolak keburukan (*dar' u mafasid*) bagi mendepani isu yang timbul. Hari ini, Maqasid Syariah dilihat sebagai solusi penting dalam penentuan hukum syarak bagi permasalahan semasa yang timbul dalam kalangan masyarakat Islam termasuk melibatkan isu teknologi dan inovasi dalam industri makanan. Perbincangan Maqasid Syariah tidak lagi dibincangkan dalam skala kecil bahkan menjadi medan diskusi di peringkat global dalam bentuk universal. Terdapat beberapa kajian telah membahaskan kedudukan maqasid syariah sebagai sandaran dalam penentuan hukum bagi mendepani permasalahan fiqh semasa. Justeru, kajian ini akan meneliti dan memperhalusi setiap pandangan yang diutarakan oleh para ulama' silam dan kontemporari serta hujah semasa yang dikemukakan oleh pengkaji Maqasid Syariah. Kajian ini menggunakan metod analisis dokumen bagi menghimpunkan pandangan para ilmuwan muktabar terhadap perbahasan berkait Maqasid Syariah dan seterusnya menyimpulkan kedudukannya sebagai sandaran hukum semasa. Di samping itu, temu bual dengan pihak berkepentingan turut dijalankan bagi mendapat input semasa dan terkini berhubung kefatwaan yang melibatkan elemen Maqasid Syariah. Hasil kajian mendapati Maqasid Syariah berwibawa untuk dijadikan sebagai parameter sekaligus menjadi sandaran dalam penentuan hukum dan penetapan fatwa berhubung permasalahan semasa dengan disiplin dan tatacara yang kemas mendukung ruh syariat. Pengukuran kepada suatu kemaslahatan dan keburukan dihasilkan bukanlah atas pertimbangan akal semata-mata tetapi berasaskan kepada kefahaman yang mendalam dan menyeluruh terhadap himpunan nas syarak

Keywords: : *Maqasid Syariah, maslahat, fiqh semasa, fatwa*

INDONESIA HALAL OUTLOOK

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ABSTRACT

The instability of world geopolitical conditions and economic turbulence, one of which was caused by the pandemic as well as the Russia-Ukraine war is also having a huge global impact, in a world that was already witnessing increased poverty, hunger and social unrest. Many countries are now facing a perfect storm that threatens to devastate the economies. Through G20 and ASEAN Chairmanship, President Jokowi has been urging countries to work and support each other so as to recover together, grow stronger and embrace sustainable development, for an inclusive global economic recovery. Indonesia also needs to maximize potential that has not been adequately tapped, such as the halal ecosystem & industry. This niche sector has a lot to offer due to its huge market and promising value. economic recovery and growth through the development of the trillion-dollar halal ecosystem & industry, such as food and beverages, fashion, cosmetics, pharmaceuticals, tourism, media and recreation, and financial services. A robust policy has been initiated to make Indonesia a global halal hub and has been envisioned as a driving force behind the economic growth to realize the dream of Indonesia Maju (Indonesia Moving Forward), including has amended more than 80 laws regarding halal quality assurance, and will be enacting halal mandatory for most of product entering, circulating, trading in the Indonesian territory by October 2024. Therefore, Indonesia is accelerating its re-branding on Halal Indonesia, not solely for Indonesian people but also for global community.

Keywords: *economic recovery and growth, halal Indonesia, halal industry, halal ecosystem*

PERCEPTIONS TOWARDS HALAL MEDICAL DEVICES AMONG MEDICAL PERSONNELS IN THAILAND

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ABSTRACT

A rapid growth of the Muslim population has resulted in a significant increase in demand of Halal tourism, including Halal medical treatments. However, the costs of medical treatments in many developed countries such as United States of America (USA), Canada, Singapore, Japan, United Kingdom (UK) and many European countries had risen significantly. Consequently, it drove many individuals, including Muslims patients, to seek medical treatments from low-cost healthcare and hospitals around the world. Thailand is one of the countries that has benefited from this trend as the country provides medical services with affordable cost, quality treatment, high-standard of healthcare system, top-notch facilities, and incredible hospitality. These factors have basically promoted Thailand to become one of the most popular medical tourism destinations in the world, especially for those who were from Middle East. Studies had shown that Muslim consumers from the Middle East had positive perceptions towards the quality of healthcare and hospitals in Thailand. However, there is no studies done on the interest of using Halal medical products for Muslims patients. Therefore, the objectives of this study are to investigate whether medical personnels in Thailand have an interest to use Halal medical devices for Muslims patients as well as to examine whether the use of Halal medical devices can be one of the pull factors in attracting Muslim patients from overseas. This study uses various methods of data collection, including document study, surveys, and in-dept interviews. It is expecting that the results from this study will show a positive perception of medical personnels in Thailand towards the use of Halal medical devices for Muslim patients. This study aims to provide the key insight and recommendations to policymakers and business sectors in Thailand regarding business opportunities for Halal medical devices.

Keywords: *Halal Medical Devices, Muslim Patients, Medical Personnels, Business Opportunities, Thailand*

EFFECTS OF STERILIZATION ON STERILITY ASSURANCE LEVEL AND ANTIOXIDANT ACTIVITY: IN THE CASE OF THAI HALAL CURRY PASTE

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ABSTRACT

Halal and thayyib foods are intensively important among Muslims all around the world. Besides, the demand for healthy food is escalating due to consumer health concerns. Thai cuisine usually consists of several spices and herbs meant for coloring, flavoring, enhancing taste, and having various medicinal properties. Thai red curry paste commonly contains dried chili pepper, black pepper, garlic bulb, lemon grass, turmeric, and galangal as its main ingredients. In addition, the phytochemicals of particular herbs in red curry paste also have antioxidant activities. This study builds on previous research using halal red curry pasted to increase shelf-life and monitor the herbal values. The sterilization and packaging improvement might increase the shelf-life by up to 1 year. The sterility assurance level was investigated. Moreover, antioxidant activities such as DPPH and ABTS were measured by comparison between pre- and post-sterilization. Sterilized red curry paste can increase shelf-life, which benefits consumers and might enhance export opportunities. At the same time, the health benefits of herbs and spices should remain in the sterilized curry paste. This study presumed that curry paste, considered a thayyib product might be a fascinating choice for health-conscious Muslims.

Keywords: : *Thai curry paste, Antioxidant, Sterilization*

PP001 CONSUMER LEGAL REMEDY IN HALAL FOOD ABUSE: A LITERATURE HIGHLIGHT

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ABSTRACT

The halal industry is a highly potential market of the future that has not been fully explored. This is supported by the growing number of world's Muslim community. The Muslim population in the world was approximately 1.9 billion in 2020, accounting for approximately 24.9% of the global population and is expected to grow to nearly 2.3 billion by 2025, with current global halal food market value estimated at USD 1.17 trillion in 2019 and is expected to reach USD 1.38 trillion by 2024. However, there are some issues regarding the halal industry either domestically or internationally, particularly in relation to the abuse of halal logo and other offenses relating to the halal logo. The question is arising whether the rights of Muslims were fully protected under the relevant laws and their lawfully rights if these laws were not followed? The objective of this article is to examine a preamble to the highlight of consumer legal remedy in Halal food abuse in Malaysia and its application. The research methodology is by analysing the Malaysian legal framework governing consumer legal remedies in the context of halal food abuse, and as such, it draws on existing literature and legal documents to provide a comprehensive overview of the relevant legal and regulatory frameworks. A literature review methodology would involve searching for relevant legal and academic sources, including statutes, case law, academic articles, and reports, to provide an overview of the Malaysian legal framework governing consumer legal remedies in the context of halal food abuse. This methodology would enable the identification of the key legal principles, policies, and issues related to consumer legal remedies in Malaysian law, and allow for the analysis of the strengths and weaknesses of the existing legal framework. The literature review would also provide a basis for identifying gaps in the current legal framework and for making recommendations for future research and policy development. The outcome of this writing would be a suggestion in consumer protection and consumer's comprehension in matters related to halal food, to protect and educate consumers, and to educate producers to be more vigilant and responsible for the manufacture of their products.

Keywords: *Consumer Law; Halal food abuse; Legal remedy; Consumer Protection*

PP002 LOGISTICS AND SUPPLY CHAIN MANAGEMENT IN HALAL PHARMACEUTICAL RESEARCH: A SYSTEMATIC LITERATURE REVIEW

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ABSTRACT

Abstract: The more popular halal food research often overshadows halal pharmaceutical research. Undoubtedly, concerns about halal status and the handling of halal pharmaceutical products are rising. The issue further adds to halal pharmaceutical logistical requirements, operation, and transparency complexity. Consequently, halal pharmaceutical research from the logistics and supply chain perspective remains a 'grey area' in halal-related literature. Against this background, this paper explores logistics and supply chain management in extant halal pharmaceutical research. This paper applied the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) methodology to screen, review, and synthesise literature on halal pharmaceutical research. The review examined the current trends and state of halal pharmaceutical research. Despite significant trends in halal pharmaceutical research, it remains largely understudy. There are still gaps in extant halal pharmaceutical studies from a logistics and supply chain context that would inhibit expanding knowledge and impact practical applications. This systematic review from logistics and supply chain lenses would contribute to relevant conceptual or practical inferences that will serve as the foundation for future research in halal pharmaceutical research.

Keywords: *halal industry, halal logistics, halal pharmaceutical, halal supply chain, systematic literature review*

PP003 CONSUMERS' PERCEPTION ON ISSUNG BRUNEI HALAL LOGO TO THE LOCAL COSMETIC PRODUCTS

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ABSTRACT

Brunei has been fostering a diversification strategy for its economy by reducing hydrocarbon exports and focusing on industries such as information and communication technology and Halal manufacturing. Cosmetic businesses in Brunei seem to sprout as a growing number of local cosmetic brands have started to establish their businesses. The current concern of Muslim society on cosmetic products they used and purchase has focused mainly on the possible presence of impurities and pork derivatives. The study was conducted to analyse the consumers' perception towards certifying local cosmetic products with Brunei's Halal logo to enable visualization of the strategic positioning of Halal cosmetic industry in Brunei. This paper has employed a quantitative study through a questionnaire survey distributed among 359 respondents in Brunei. Journal articles were also referred to as the secondary source. The findings illustrated that consumers' perception on issuing local cosmetic products with the Brunei Halal logo was very high indicating their support for the idea. The results also demonstrated consumers' high trust in Brunei Halal logo. The insights gained from this study may be of assistance in considering the country's development towards the strategic planning of positioning Halal cosmetic industry solidly in Brunei's market.

Keywords: *Consumers' trust, Halal cosmetic industry, impurities, strategic planning.*

**PP004 REVEALING THE EPISTEMOLOGY OF HALAL SCIENCE:
ACCORDING TO VERSES OF AL-QURAN AND ISLAMIC PHILOSOPHERS**

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ABSTRACT

Islam is a religion that covers all aspects of Muslims' lives. For Muslims, the basis of every action must be worshipped, which is worshipping Allah SWT including their daily consumption. However, the halal logo and slogan are not enough in empowering the halal market and there are issues pertaining to a lack of halal knowledge that may lead to the declining values of halalness and; hence, studies related to it should comprehensively refer to al-Qur'an and Sunnah because these are the significant and ultimate sources of Islamic knowledge. This research aims to identify the concept of halal science from the views of *Mufasssirs* or Islamic philosophers and secondly, to reveal selected verses of al-Qur'an concerning the epistemology of halal science. This research uses the descriptive qualitative method by relying on theoretical data and documentation in the library research. Data collection was obtained by reviewing related past literature. This study found that eating and drinking are rigorously regulated in accordance with the set of Syariah dietary guideline and halal food is based on the concept of halal and tayyib which refers to safe, hygienic, clean and high quality and the philosophy of halal science encompasses three elements which are epistemology, ontology and axiology. Certain measures are recommended for all parties such as the Brunei government, halal industry and the community to seek halal knowledge and it is widely understood across a broader spectrum, moreover, empowering halal market requires knowledge and practices to play an important role.

Keywords: *Epistemology, Halal Science, Islamic Philosophers, Mufasssirs, Philosophy.*

PP006 VALIDATION OF BEST HALAL COMPLIANCE PRACTICES MODEL FOR HALAL CERTIFIED RESTAURANTS

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ABSTRACT

Purpose: The study aims to provide insights into the essential components of halal compliance practices in restaurants through empirical research. Additionally, the study aims to develop a "Best Halal Compliance Practice (BHCP)" model based on the ten components of halal compliance identified in the study. Finally, it aims to validate the BHCP model by examining the relationship between different components of halal compliance and BHCP, and the link between BHCP and business performance of restaurants.

Methodology: A total of 320 halal-certified restaurants were surveyed using a self-administered questionnaire. To validate the BHCP model, PLS-SEM analysis was adopted that included assessment of both measurement and structural model. To analyse the data, SmartPLS version 3.2.8 was used. The measurement model was assessed to establish the reliability and validity of the construct for the propose BHCP model. Simultaneously, to validate the structural model, coefficient of determination (R^2), predictive relevance (Q^2) and model fit (SRMR value) analysis was carried out and a total of 13 hypothesis were assessed.

Findings: The statistical analysis output of the study establishes both the measurement and structural model of the research. Out of thirteen hypotheses, only two hypotheses were rejected. The selected components demonstrated a significant relationship and impact on the halal compliance performance of the restaurants. Simultaneously, the overall halal compliance performance showed a significant relationship with business performance of halal-certified restaurants. Such findings justify the development of the BHCP model that is generated by the ten components in the present study.

Implications for theory and practice: With the help of a model as scientific and thorough as the one presented in this research, criticisms of halal compliance practises in the restaurant business might be lessened. The results point researchers in the right direction to better understand the essential components of halal compliance practises in restaurants through empirical research. Businesses can have potential impact on their financial and non-financial performance through the halal compliance practises proposed in this study. Additionally, the study provides the foundation to develop a standardized rating system to differentiate halal-certified restaurants and provide customers with more information on the level of halal compliance of a restaurant.

Originality and value: Even though many studies have been done to look at how halal compliance affects business performance, all of those studies only looked at halal certification as a way to measure halal compliance. Moreover, an attempt to develop and propose an all-inclusive model of halal compliance has been missing in relevant fields of research. The present study is the first of its kind to investigate the relationship between different components of halal compliance and the overall halal compliance performance of restaurants (i.e., BHCP). Simultaneously, for the first time, the study explores the relationship between BHCP and business performance. The findings contribute to minimising the research gap in relevant fields of studies and point researchers towards understanding the essential components of halal compliance practices in restaurants.

Keywords: *Halal compliance practices, halal certified restaurant, Structural Equation Modelling (SEM)*

PP007 THEORIZING ISLAMIC ENTREPRENEURSHIP FROM AN ISLAMIC GOVERNANCE PERSPECTIVE

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ABSTRACT

Research on Islamic entrepreneurship (IE) is growing but with difficulty. After reviewing several models of IE, several problematic inconsistencies were identified, which can be categorized into three: the objectives of IE, its core components, and levels of analysis. To address these issues, an Islamic governance approach is taken situated within an Islamic critical realist synthesis. The Islamic Governance Conceptual Matrix is utilized, consisting of the *Maqasid* (objectives) of the *Shariah*, and the operational framework, comprising four interrelated components (i.e., *tawhidic*, juristic, value, and cultural components) over three levels of analysis (individual, societal, and state levels). Key arguments offered are as follows: 1) the objectives of IE are not to be confined to only financial sustainability, but to achieve all of the five *Maqasid Shariah* (i.e., preservation and promotion of faith, life, intellect, posterity, and wealth); 2) models of IE should cover the individual, group, organizational, societal, state, and international levels for comprehensiveness; 3) *tawhidic* component of IE is crucial to distinguish between IE and the conventional; 4) juristically, IE activities can be meaningfully categorized beyond *halal* and *haram* into obligatory, recommended, permissible, reprehensible, and prohibited activities; 5) Islamic values are to be differentiated from cultural values, and 6) both Islamic and cultural values shape IE and vice versa. Further implications to practice and future research are also presented.

Keywords: *Islamic entrepreneurship, Islamic governance, Maqasid Shariah, Muslim entrepreneur, Halalan Thayyiban*

PP008 MUSLIM CONSUMERS KNOWLEDGE ON PRODUCTION OF HALAL MEAT PRODUCTS IN BRUNEI DARUSSALAM

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ABSTRACT

Muslim consumers in Brunei Darussalam are particularly interested in halal meat products. In this modern world, it is crucial for Muslim consumers to know the production of halal meat products so they can understand the reasoning behind their preparation. The researcher has emphasised three important points on halal meat production mainly on the ingredients; equipment and facilities; and the separation of halal and non-halal things. Thus, the objective of this study is to measure the level of knowledge of Muslim consumers about the production of halal meat products in Brunei Darussalam. Hence, to satisfy the objective, a quantitative method was employed. A convenience and snowball sampling method were used in this survey by using a personal approach with 165 respondents. The collected data was then utilised and computed in Statistical Package for the Social Sciences (SPSS). Major findings revealed that the level of knowledge of Muslim consumers about the production of halal meat products was very high. It indicates that their understanding of the ingredients, equipment and facilities and the separation of halal from non-halal things in the production are high, and this is considered part of the consumer's responsibility to know what they consume is halal and aligned with sharia law and stated regulations. With the knowledge they acquire about the production of halal meat products, this can raise awareness and help consumers choose meat wisely when purchasing it.

Keywords: *Awareness, Facilities, Halal meat, Ingredients*

PP009 NEEDS ANALYSIS OF HALAL MATCHMAKING FOR MUSLIM MARRIAGE IN JAPAN

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ABSTRACT

Today, halal matchmaking services, such as halal apps and halal speed dating have appeared in many Muslim and non-Muslim countries. It is important that Muslims not only marry in a halal manner, but also maintain a healthy family life after marriage. But, in Japan, where Muslims are invisible minority, there are no services that provide halal matchmaking including pre-marriage education based on Maqasid Shariah. The purpose of the research is to analyze the needs for halal matchmaking services in Japan. Halal matchmaking needs of single and divorced Muslims are to be determined. Methods: The researcher recruited potential participants for a halal matchmaking through social media of Chiba Islamic Cultural Center from 25 July 2022 to 21 August 2022. Single and divorced Muslims living in Japan who were able to communicate adequately in Japanese, were purposively selected for in-depth interviews. Feedback was obtained through in-depth interviews with all participants after the matchmaking. Findings: 111 people registered their personal profiles. There were 109 valid answers (98.1%). 41 people responded for the preliminary interviews. 20 people who attended the matchmaking were invited for the feedback in-depth interviews. Muslim women accounted for 70% of the registration. All the participants are seeking halal opportunities to meet with the Muslims of opposite gender for a proper marriage intention, while their knowledge of pre-marriage education was greatly lacking, and the majority did not know or prepare what questions to ask during the matchmaking.

Keywords: *Halal Matchmaking, Pre-Marriage Education, Muslims in Japan, Needs Analysis*

PP010 ROLES OF ISLAMIC SHARIAH SCHOLARS IN THE HALAL ASSURANCE SYSTEM

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ABSTRACT

Muslims across the globe adhere to the shariah principles and Islamic Shariah scholars are an authority over Quran and Hadith. At present, the biggest challenge is decision making in adoption of products with unknown ingredients, undefined process from the scratch up to the point of consumption, and choosing between classical and modern data base. The progress in bio-technology and material science gave birth to synthetic material with unknown ingredients. This brought great concern regarding halalan thayyiban which covers food as well as non-food industry. This research intends to focus only on food industry. As halal (permissible) and thayyib (wholesome) are purely religious concern, so the industry has to depend on Islamic Shariah scholars. They play pivotal role in decision making and in giving Shariah verdict on raw materials and ingredients in the product. This has been traditionally accepted as the bond of trust and their participation accounts for a greater role so as to strengthen HAS with customer satisfaction. This paper discusses the challenges in engaging, empowering and employing more qualified and competent scholars with knowledge of modern science in order to distribute roles at different levels of HAS. Qualitative method through interviews, and feedback loop was the main instrumental tool for data collection and analysis. A conceptual model is framed and it is found that Islamic Shariah scholars are the main thrust in HAS process so as to build the trust but there is a need of their training with latest technology in order to monitor, evaluate the process and documentation, thus, bridging the gap between traditional and modern data base.

Keywords: *Accreditation, Empowerment, Halal Assurance, Shariah*

**PP011 HALAL PERMIT PROCEDURE AND REGULATIONS FOR
LOCAL AND IMPORTED COSMETIC PRODUCTS IN BRUNEI
DARUSSALAM: A CRITICAL LITERATURE REVIEW**

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ABSTRACT

The concept of Halal is well understood and practiced by Muslims. The consumption and expenditure among consumers on cosmetic products are increasing rapidly over time. Muslims are restricted to only consuming products that are certified as Halal. Therefore, the application of halal permit is very important for local and imported cosmetic products to ensure that the products sold are in full compliance with Islamic law. There are issues where companies tend to use fake Halal logo to attract their target market to purchase their product. Halal permit in Brunei Darussalam is governed by several guidelines. This study aims to explore the procedure and regulations of halal permit for local and imported cosmetic products in Brunei Darussalam. In addition to that, this study will also analyse the importance of Halal Permit for both local and imported cosmetic products by manufacturer or importer of the products. The data from this study were collected from journals, articles, theses, conference proceedings, books and online news. This study will contribute to provide a better understanding on the importance of Halal Permit for local and imported cosmetic products to the manufacturer and importer of cosmetic products, future researchers, relevant agencies, as well as to the public

Keywords: *Brunei Darussalam, Cosmetic Products, Halal Permit, Procedure and Regulations.*

PP012 THE IMPLICATIONS OF HALAL AUDIT PROCEDURE IN ASSURING THE SAFETY AND QUALITY OF LOCAL AND IMPORTED HALAL MEAT PRODUCTS

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ABSTRACT

Halal is a well-known term both to the Muslims and the non-Muslims. It is understood to mean, not only lawful in the eye of Shariah but it also encompasses pure, wholesome and of good quality elements in matters related to consumable products. According to the Holy Qur'an (2:168), it is an obligatory duty (Fardhu Ain) for a Muslim to seek for food which are both Halal (lawful) and Tayyib (wholesome and of good quality). In the present day, there are challenges concerning halal meat safety and quality, which are foodborne illness and halal meat fraud. To ensure the halal, safety and quality aspects in halal meat products are sustained along the halal meat supply chain, it further accentuates the significance role of halal audit. Halal audit in Brunei Darussalam is governed by several guidelines. However, despite the existence of relevant acts, standards, and guidelines, which incorporated levels of safety and quality, it remains to be seen on how it is interpreted during halal audit procedure. There are also questions on the sufficiency of halal audit in assuring the safety and quality of halal meat products. This study aims to investigate and assess the halal audit procedure in assuring the safety and quality of local and imported halal meat in Brunei Darussalam. To fulfill these objectives, this study will apply mainly a qualitative approach, such as interview, observation, document analysis, and library research. The significance of this study will be expected to boost and solidify Muslim confidence in the integrity of halal meat products in terms of its safety and quality. In addition to that, due to the lack of research made in relation to halal audit procedure on assuring the safety and quality of halal meat products in Negara Brunei Darussalam, it will also help in contributing to the body of knowledge in the field of halal science, specifically in halal audit and halal food safety and quality.

Keywords: *Halal audit, halal meat, safety and quality.*

**PP013 DOES PESANTREN ECONOMIC INDEPENDENCE
STRENGTHEN THE HALAL VALUE CHAIN ECOSYSTEM? EVIDENCE
FROM THE ECONOMIC AND BUSINESS ASSOCIATION OF
PESANTREN (HEBITREN) IN INDONESIA**

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ABSTRACT

This study aims to analyze the effect of the economic independence of Pesantren in strengthening the halal value chain ecosystem in Indonesia. This study involved 325 Pesantren in Java, Indonesia which has business units within HEBITREN. The model used was based on the theory of Community developers with the mixed method, quantitatively using the partial least squares structural equation modeling as the data processing tool and qualitatively using data triangulation obtained from interviews with experts, users, and stakeholders. The study discovered that pesantren's economic independence could become an initiator that supports the halal value chain ecosystem in on the island of Java. Halal Supply Chain Management/HSCM, which includes three focus areas (1) Halal Support System; (2) Halal Production; and (3) Resource Management. The pesantren's economic independence has a positive effect towards the development of Pesantrens by increasing the economic capacity of Pesantrens in optimizing Pesantrens assets, helping to improve the realization of good governance within Pesantrens, which can strengthen halal value chains in Indonesia. They ultimately support the government's commitment to realizing Indonesia as a world halal producer. Although numerous studies have concentrated on well-established Pesantren economic independence and halal value chains, the integration of the role of Pesantrens and the halal industry is a concern for researchers in the field of academics and practitioners. His research can highlight the importance of integration of the potential economic independence of Pesantren to support halal value chains.

Keywords: *Economic Independence, Halal Value Chains, Mixed Method, Pesantren*

PP014 RED GINGER OIL AS HALAL WOUND HEALING AGENTS

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ABSTRACT

The halal status of raw materials for medicinal purposes has become a serious concern, especially in Muslim countries. The wound-healing substances could be originated from non-halal sources. Therefore, finding an alternative source derived from halal materials, such as essential oil, is necessary. Therefore, this study aims to determine the antimicrobial and wound-healing activity of red ginger essential oil (RGO) and identify metabolite profiling using Gas Chromatography-Mass Spectroscopy (GCMS) and Fourier Transform Infrared (FTIR). Fresh red ginger rhizome was extracted by the hydro distillation method. *In-vitro* wound healing assays were carried out using the proliferation and migration of fibroblast cells. Meanwhile, micro broth dilution was used to assess antimicrobial activity. The results showed RGO had strong antibacterial activity toward Gram-positive bacteria with a MIC value of 21 - 63 µg/ml, MBC value of 42 – 125 µg/ml, and weak activity toward Gram-negative bacteria. Time-kill study revealed that RGO reduced the number of CFU *S. aureus* within 4 hours. RGO showed to enhance fibroblast proliferation at concentrations of 0.1, 1, and 10 µg/ml with more than 100%. However, RGO did not significantly induce wound closure compared to the negative control. The primary chemical components of RGO were E-Citral (19.01%), Z-Citral (14.82%), Geranyl Acetate (11.90%), Geraniol (9.56%), 1,8-Cineole (5.84%), and camphene (4.92%). It can be concluded that red ginger essential oil have the potential to be developed as a halal wound healing agent.

Keywords: Red ginger oil, antimicrobial, fibroblast proliferation, wound closure, GC-MS, FT-IR spectroscopy

PP015 HALAL TOURISM: DISCOVERING THE IMPORTANCE OF MUSLIM-FRIENDLY TOUR GUIDE

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ABSTRACT

The tourism industry has been experiencing a significant growth in recent years, and it is expected to continue expanding in the future. One of the emerging segments of the tourism industry is Muslim-friendly tourism, which caters to the specific needs and preferences of Muslim travelers. The purpose of this research is to investigate the importance of Muslim-friendly tour guide services in the context of Muslim-friendly tourism. The research methodology includes a comprehensive literature review and a qualitative study involving interviews with Muslim travelers and tour guides. The findings suggest that Muslim-friendly tour guide services play a crucial role in enhancing the overall travel experience of Muslim tourists. The study identifies several key factors that are important for Muslim-friendly tour guide services, including knowledge about Islamic culture and practices, the ability to provide halal food options, and sensitivity to gender-related issues. The research also highlights the need for tour guides to receive specialized training and certification in Muslim-friendly tourism. The findings of this research have practical implications for tour operators and travel agencies, who can use this knowledge to develop and promote Muslim-friendly tour guide services that cater to the needs of Muslim travelers.

Keywords: *Halal tourism, Muslim-friendly tour guide, Tour guide*

PP016 THE FIQH OF HALAL PRODUCTS AND SERVICES IN THE LIGHT OF THE OBJECTIVES OF SHARIAH: A CONCEPTUAL OUTLOOK

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ABSTRACT

Halal products and services is the process of modelling a product or service in a manner that follows *Shariah* principles and standards. This article explores the Fiqh i.e. understanding of Halal Products and Services in the purview of objectives of Shariah (*Maqasid al-Shariah*) and its conceptual outlook in relation to current and modern day practice in Islamic financial institution or its industries. It is very essential to understand that Islam has a definite guide for this practice which must be adhered to the institutions providing such products or services for it to concur with *Shariah* objectives. The study therefore focuses on *Shariah* requirements, guidelines and core *Shariah* objectives on products and services. The study methodology is qualitative; it is based on doctrinal and descriptive analytical approach. Secondary data was collected in form of textbooks. The study revealed that any product or service that would be tailored or modelled must be pure and beneficial. It must be free from interest (*Riba*), speculation, uncertainty (*Garar*) of the product or service, not too risky, based on the principle of justice, equal right of the parties in the product or the service discharged, refrain from any sort of injustice, deceit, exploitation of other parties or unjust enrichment is worthy to be halal product, service, contract or investment. It also discovered that any product or service that violates this basis shall be repugnant to *Shariah* objectives. Thence, not halal and in tandem with the objectives of *Shariah*.

Keywords: *Halal, Maqasid, Product, Service, Shariah*

**PP017 IMPLEMENTATION OF HALAL ASSURANCE MANAGEMENT
SYSTEM FOR SMEs FOR HALAL CERTIFICATION IN BRUNEI
DARUSSALAM**

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ABSTRACT

Halal Assurance Management System (HAMS) has become a modern and important system that is specifically designed for the halal industry. It is designed to effectively manage and control the halal business related to identifying halal and unclean substances. The system is established for the business owners especially the local SMEs in Brunei Darussalam to have a systematic, structured and comprehensive understanding as to establish a solid halal business organization. Therefore, it is important in implementing HAMS in running halal businesses by the SMEs and to ensure that the products as well as services that are offered are halal and safe to be consumed and served by using the halal certification of Brunei Darussalam. Hence, the purpose of this study is to explore the level of awareness of HAMS by SMEs in Brunei Darussalam. The study will also focus on the knowledge towards HAMS towards the SMEs business owners, especially the local food and beverage producers.

Keywords: *halal assurance management system, SMEs, halal certification, Brunei Darussalam*

**PP018 SYNERGISING HALAL EDUCATION STAKEHOLDERS'
ADMINISTRATION AND GOVERNANCE
IN MALAYSIA**

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ABSTRACT

This paper discusses the development and current landscape of Malaysia's halal education ecosystem since 2009 and highlights some challenges it faces. The history of Malaysian halal education can be divided into five sectors. First, Islamic Education for Integrated Secondary School Curriculum (KBSM) Ministry of Education Malaysia (MOE). Second, halal academic programs at higher education institutions. Third, Jabatan Kemajuan Islam Malaysia (JAKIM) Halal Profesional Board training program. Fourth, Malaysia's National Occupational Skills Standard (NOSS) for halal training. Lastly is the halal awareness and public training conducted by the Halal Development Corporation (HDC), Ministry of International Trade and Industry (MITI). Each sector of halal education development has its different characteristics, purposes and targeted participants. Currently, the halal education institutions are administrated by five ministries with three other certification systems from the Ministry of Education Malaysia (MOE), the Ministry of Higher Education (MOHE), the Prime Minister's Department (Religious Affairs), the Ministry of Human Resources and Ministry of International Trade and Industry (MITI). This paper provides an overview and an analysis of the halal education programs and the governance issues, including several challenges in administrating the halal education ecosystem. A review of various published documents has been used to comprehensively summarise the literature on Malaysia's halal education synergism and governance issues. This study also hopes to suggest specific measures for effective governance of the halal education sector so that the decisions and actions of multiple stakeholders towards driving the performance and quality of this sector can be harmonised. Nevertheless, uncoordinated education systems and mismatched skills jobs remain critical challenges for the halal industry's human capital.

Keywords: *Halal Education, Governance, Stakeholders, Human Capital.*

PP020 HALALAN TAYYIBAN IN AQUACULTURE PRACTICE – A CASE STUDY ON PARASITE IN HATCHERY

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ABSTRACT

Halal is an important issue in aquaculture since this industry produces food for human consumption. This paper aimed to discuss the procedures and practices in the current aquaculture in relation to the concept of halal as a subject while tayyib is a process where clean and pure food will be produced and gives comfort to the user or consumer, thus the product is recognized and certified as *Halalan Tayyiba*. Fish brood stock obtained from a river and kept under a hatchery condition was assigned for the case study. The ectoparasite species found on Tilapia under hatchery cultured condition was investigated. The weight and total length of the Tilapia were measured and mucus coating them was swapped to 10% buffered formalin using the scraping technique. The morphology of copepod parasites was observed under a compound microscope for identification. Hosts with infection of ectoparasite showed reduced weight and increase mortality. A comprehensive understanding of the importance of adopting *Halalan Tayyiba* principles in aquaculture procedures will improve the aquaculture product thus bringing forward local farmers in the halal supply chain.

Keywords: *Aquaculture practice, Ectoparasite, Farming management, Halal supply chain*

PP021 THE IMPORTANCE OF MEDICAL TOURISM IN HALAL INDUSTRY: HIJAMAH PRACTICE IN MALAYSIA AS A CASE STUDY

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ABSTRACT

This paper examines the relevance of halal medical travel, which lies in its ability to satisfy the needs of Muslim patients, promote the growth of the halal sector, and aid in the development of the economies of countries that offer halal healthcare. Halal medical tourism is the marriage of medical tourism with halal travel. While there are many alternatives to using medication Islamically such as Hijamah or wet Cupping, practised by our Prophet, another issue is that the halal status of the medications and food offered to patients fails to be taken care of, which are the main concerns with traditional medical treatments. A library method of research is used in this study. The study's most important result is that this growing sector not only promotes access to halal healthcare but also helps to advance the halal industry and the economies of countries that offer halal medical care. By providing halal food, medicines, prayer areas, and accommodations with separate bedrooms for men and women, halal medical tourism ensures that Muslim visitors may get medical treatment while feeling at home and respected. Halal medical tourism can encourage cross-cultural understanding when patients and medical professionals from diverse backgrounds engage and exchange information and experiences. As the demand for halal medical tourism increases, the global healthcare industry has the potential to diversify and become more inclusive. Additionally, it offers governments the possibility to enter a profitable industry while meeting the demands of Muslim patients.

Keywords: *Halal Healthcare, Halal Industry, Halal Medical Travel, Medical*

PP022 THE ROLE OF DATA-DRIVEN DEMAND GENERATION MARKETING STRATEGY IN SUSTAINING ASNAFS' HALAL BUSINESSES

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ABSTRACT

To lift the poor out of poverty, one of the innovative approaches used by the zakat institutions is the zakat for business startups, which is a creative means of providing capital for the poor to start up a business. With this type of zakat, it is expected that the recipients will effectively manage and generate adequate demands for their businesses to become financially independent and exit from poverty. However, evidence has shown that most of the capital assistance provided for the Asnaf entrepreneurs resulted in failure because they lack skills and knowledge in marketing, finance, and management needed to grow and sustain businesses. Thus, this study intends to develop a data-driven demand generation marketing strategy that can help Asnaf entrepreneurs to grow and sustain their businesses. To achieve this objective, this study adopts qualitative research design and data were collected from 10 Muslim marketing experts in Malaysia regarding the best ways to create brand awareness, use inbound marketing, practice sales enablement, and retain customers. Data collected were analysed using Nvivo software, and demand generating marketing strategy was developed to particularly expose Asnaf entrepreneurs to the best ways to use demand generating marketing strategy to generate more revenue, grow and sustain their businesses. It is envisaged that this study will provide necessary guidance to Asnaf entrepreneurs on the best ways to generate adequate revenue that will help them grow and sustain their businesses. In addition, zakat institutions will be assisted in realising their aim of lifting the poor out of poverty.

Keywords: *Asnaf entrepreneurs, Brand Awareness, Customer Retention, Inbound Marketing, Zakat*

PP023 HALAL LIFESTYLE ENTREPRENEURSHIP: CONCEPT, PRACTICE, PROSPECTS, AND CHALLENGES

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ABSTRACT

This research paper investigates the concept of halal lifestyle entrepreneurship, a unique blend of lifestyle entrepreneurship, halal entrepreneurship, and halal lifestyle trends. Through a content analysis of relevant literature, this study explores how halal lifestyle entrepreneurs integrate their religious beliefs with their business operations, prioritize personal fulfilment and ethical practices, and cater to growing consumer demand for halal products and services. The study considers the prospective advantages of halal lifestyle entrepreneurship, such as the opportunities arising from the expanding halal industry and ethical consumerism trend, but also acknowledges the challenges in understanding what constitutes halal lifestyle entrepreneurship and the complexities of halal certification and consumer education.

Keywords: *Lifestyle Entrepreneurship, Halal Entrepreneur, Halal Industry, Halal Lifestyle*

PP024 AN EXPLORATORY STUDY ON BRUNEI'S TOURISM TO TARGET MUSLIM TOURISTS FROM THE US AND AUSTRALIAN MARKET

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ABSTRACT

Halal tourism is a growing industry, projected to reach \$300 billion by 2026. The tourism policies of Brunei are tantamount in shaping the perceptions and experiences of tourists. Moreover, have a significant impact on the country's economic development. As Brunei seeks to diversify its economy and reduce its reliance on oil exports, the Halal tourism market presents a substantial opportunity for the nation's Islamic travel industry. Muslim tourists from the United States (US) and Australia may be a viable target market for Brunei. As a predominantly Islamic country, Brunei has inherent advantages of a Muslim -Friendly Tourism (MFT) destination for US and Australian Muslim tourists. This includes shared religious values, a safe environment (*Darussalam – Abode of Peace*), and widespread use of the English Language. This paper will assess the potential of these target markets based on their Purchasing Power Parity, consumer needs and demand for halal food and accommodations. The study employs qualitative research methods using Netnography (as a method to gain insight into the digital experiences of potential Muslim tourists) to explore the extensive datasets obtained from eHalal.io, a reputable provider of quality management systems for halal products and services.

Keywords: *Australia, Halal ERP Management Systems, Halal Tourism, Muslim Tourists, United States*

PP025 ALGAE AS AN ECOLOGICAL INDICATOR IN CREATING A SUSTAINABLE AND ECOLOGICAL ENVIRONMENT

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ABSTRACT

Environmental problems, including global warming and climate change widely acknowledged as one of the top global threats with far-reaching consequences. Despite the importance of decreasing CO₂ emissions or developing carbon-free energy sources, carbon sequestration should be a key issue since the amount of carbon dioxide that already exists in the atmosphere is great enough to cause global warming. Algae can fix carbon dioxide 10-50 times more than other terrestrial plants. It also has a rapid growth and multiplying rate much greater than higher plants. The study is aimed to explore algae characteristics and behaviour as potential ecological indicators and sequester agents for an unhealthy environment in an urban context. It was conducted by cultivating algae in controlled environments, which include different formulations, photoperiod and pH. Then, the selected species of algae will be evaluated and compared for their efficiency as potential carbon sequestration agents and lastly, to identify the colour changes of the algae that indicate the surrounding environment. These algae will be optimized and applied in landscape ecological design as phycoindicator and as a phycosequestration. Besides being a marker in creating a sustainable and ecological environment, it could help reduce the planet's natural impact by employing biological and sustainable initiatives that is aligned with the objectives of *maqasid syariah*. The principle of *Al Darra Yuzal* is very close to prevent all kind of harm in order to protect human live, wealth as well as future environment for next generation as what is being concluded in objectives of *syariah*.

Keywords: *Ecological Indicator, Environment, Maqasid syariah, Al Darra Yuzal, Carbon Sequestration*

PP026 ANTIMICROBIAL ACTIVITIES OF CURCUMIN EXTRACTED FROM SELECTED *ZINGIBERACEAE* SPECIES AS POTENTIAL HALAL ACTIVE PHARMACEUTICAL INGREDIENT

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ABSTRACT

The ginger family (*Zingiberaceae*) includes plants with a distinct smell and taste that are commonly used as spices in the kitchen, but also in a variety of industries (pharmaceutical, medical, and cosmetic) due to their demonstrated biological activity. This study describes the antibacterial activity of curcumin extracts from selected species of *Zingiberaceae* family namely “temu emas” (*Curcuma zeodoria*), “temu kunci” (*Curcuma manga*), “temu pauh” (*Curcuma amada*), “lempoyang” (*Zingiber zerumbit*) and “cekur” (*Kaempferia galangal*). Extracts of these compounds were studied on *Staphylococcus aureus* (ATCC 25923), *Escherichia coli* (ATCC 35218), *Salmonella typhimurium* (ATCC 14028), *Candida albicans* (ATCC 10231) and *Aspergillus brasiliensis* (ATCC 16404). Turbidity is taken as an indication of growth, thus the lowest concentration, which remains clear after macroscopic evaluation is taken as the minimum inhibitory concentration (MIC). In conclusion, amongst the studied members of *Zingiberaceae*, *temu emas* curcumin natural pigment extracts showed the best antibacterial activities against *E. coli* ATCC 35218 (2 µg / µL), *S. typhimurium* ATCC 14028 (2 µg / µL), *C. albicans* ATCC 10231 (2 µg / µL), *A. brasiliensis* ATCC 16404 (2 µg / µL) and *S. aureus* ATCC 25923 (3 µg / µL). The outcome of this research will contributing towards new natural carotenoid pigment sources as potential active pharmaceutical ingredients which can be beneficial to halal health-promoting products industry.

Keywords: *Zingiberaceae*, *Curcumin*, *Antimicrobial activity*, *Halal ingredient*, *Natural Pigment*

PP027 HALAL ASSURANCE MANAGEMENT SYSTEM IMPLEMENTATION AMONG ONLINE FOOD BUSINESSES IN BRUNEI

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ABSTRACT

Halal products are in great demand by consumers all over the world. As Halal industries grow rapidly, particularly halal food, ensuring sustainability and remaining relevant in a competitive market is becoming more complex. The implementation of the Halal Assurance Management System (HAMS), will ensure the processes are free from potential hazards or haram sources in the raw materials and ingredients. Its implementation in the food industry is expected to increase consumer confidence and company performance. Moreover, it is very beneficial for all companies whether large or small businesses for the purpose of continuous improvement to preserve the integrity of halal products and services. For instance, online food business. This study aims to investigate a disclosure on HAMS implementation among online food businesses specifically in Brunei. The paper also aims to examine the opinion and the awareness of the locals regarding HAMS and halal certification in the halal market of Brunei. The findings show that the awareness of HAMS among online food businesses in Brunei is almost at a low level. Therefore, there is a need for all halal business owners in Brunei to be exposed to Halal-related awareness.

Keywords: *Brunei, Halal Assurance Managements System, Halal Food Industry, Online Food Business.*

PP028 ALGAE CAROTENOID PIGMENTS AS NEW SOURCES OF HALAL BIOACTIVE INGREDIENTS

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ABSTRACT

Halal Active Pharmaceutical Ingredient (API) is a substance used in a finished pharmaceutical product, intended to furnish pharmacological activity or contribute direct effect in the diagnosis, cure, mitigation, treatment or prevention of disease. It also provides a direct effect in restoring, correcting or modifying physiological functions in human beings. Microalgae, which are single-celled microorganisms, are considered to be a rich source of diverse bioactive molecules. They play a vital role in the aquatic food chain as primary producers and can store complex organic compounds in their bodies, which can be released with the help of sunlight. Microalgae have evolved distinctive metabolic pathways, resulting in the production of remarkable secondary metabolites and unique structures that differ from those found in superior plants. Due to the high structural diversity of pigments, microalgae have the potential to produce pharmacologically valuable compounds, making them a promising source of bioactive molecules. This study aimed to examine the carotenoid pigmentation profiling from selected microalgae species subjected to different culture conditions. The methods involve are microalgae cell culture mass production, carotenoid sample extraction and HPLC analysis. The findings revealed that the composition and amount of carotenoids differ according to the microalgae species. Genetic factors appear to be a crucial factor in categorizing these species based on their individual carotenoids' accumulation. In short, selecting the appropriate species with the ability to accumulate carotenoids is important in determining the sources of pigments for halal bioactive ingredients or for commercial purposes, particularly in the halal market.

Keywords: *Halal Bioactive Ingredient, Halal Market, Halal Pigment, Halal Product, Microalgae*

PP029 HUBUNGAN PEMAKANAN HALALAN THAYYIBAN DENGAN KESIHATAN

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ABSTRAK

Di era globalisasi moden, pemilihan pemakanan sihat dan halal menjadi cabaran buat masyarakat kini. Ini kerana terdapat banyak jenis pemakanan yang menjadi pilihan orang ramai. Kita boleh sahaja memilih makanan namun sejauhmana pemakanan tersebut sebenarnya mempengaruhi kehidupan dan kesihatan diri kita serta ibadah kita seharian. Sehubungan dengan itu, kajian ini adalah untuk menganalisis hubungan antara pemakanan halalan thayyiban dan kesihatan didalam kehidupan seharian. Masyarakat perlu menyedari akan kepentingan pemilihan pemakanan yang halal dan sihat serta impaknya terhadap kesihatan dan dalam kehidupan duniawi mahupun ukhrawi. Penelitian ini bertujuan untuk mengkaji lebih dalam konsep pemakanan halalan thayyiban dan menganalisis hubungan antara pemakanan halal dan kesihatan didalam kehidupan manusia. Penelitian ini merupakan penelitian kepustakaan. Hasil penilitian ini menyimpulkan bahawa kebanyakan penyakit berpunca daripada pemakananan. Walaupun halal namun jarang dilihat daripada aspek thayyiban. Selain itu, pelbagai penyakit sebenarnya dapat dicegah melalui penjagaan pemakanan seharian. Maka masyarakat kini perlu bijak dalam membuat pilihan pemakanan yang halalan thayyiban.

Keywords: *Analisis, Halal, Kesihatan, Pemakanan*

PP031 HALAL PERMIT APPLICATION: WILLINGNESS AMONG FOOD PRODUCERS UNDER THE OVOP PROGRAM IN BRUNEI DARUSSALAM

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ABSTRACT

Muslims are obliged to obey the dietary law mentioned in the Quran and Sunnah. Halal food are those that are permitted and Haram food are those that are prohibited by the Shariah Law. As the number of Muslim populations grows as well as the expanding of the Islamic economy, there is need and demand of halal certified food products. Thus, there is need for food products to certified their products particularly food products as having halal certified products bring benefits not just for the business owners but also the consumers. Halal certified food products gives assurance that the products have undergo a very strict process that are of shariah compliant. OVOP is also known as One Village One Product. In Brunei Darussalam, the OVOP program started to adapt in 1993 and was charged by Ministry of Home Affairs (MOHA) called Satu Kampung Satu Produk (1K1P). It consists of food products and non-food products. In relation to halal certification, food producers under the 1K1P must take part in applying halal certification for their food products as most of the food products that they produce have not been register yet to be halal certified. Thus, this study aims to examine the willingness of the food producers to apply for the halal certification with both qualitative and quantitative method. The pilot study is conducted for this research which resulted all the food producers are willing to apply the halal permit for their food products.

Keywords: *Halal certification, Food producers, OVOP, Willingness, Brunei Darussalam*

PP032 CASE STUDY: SUSTAINABLE WASTE MANAGEMENT OF LIVESTOCK FARMS IN BRUNEI DARUSSALAM

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ABSTRACT

In Islam, the issue of food is very important to be explored and take care of because everything that will be eaten or that has been eaten will have an effect towards a Muslim, whether it is good or vice versa. In this era of globalization, the halal industry has created a method to regulate the integrity of halal food to guarantee the level of halal before it is consumed by Muslims. The designated method is creating a network of halal supply chains for halal food management in the halal industry around the world. In this case, it is important to maintain the level of halal integrity in the halal supply chain for the use of Muslims as a whole. Therefore, this paper aims to conduct a study on the continuity of maintaining and preserving the sustainable waste management of livestock farms in Brunei Darussalam. Whether maintaining the sustainable waste management system will be able to improve the quality level of the halal supply chain in Brunei Darussalam or not. To achieve these objectives, a semi-structured interview was conducted to identify the practices, challenges, and implementation of sustainable waste management in Brunei's livestock farms. There are several findings obtained through this paper such as it shows a positive outcome from the industry player to develop or integrate sustainable waste management in accordance to maintain the halal integrity of the livestock farm and products.

Keywords: *Halal Integrity, Halal Supply Chain, Sustainable Waste Management*

PP033 CONSUMER'S PURCHASING BEHAVIOUR ON HALAL SKINCARE: A CASE STUDY ON BRUNEI DARUSSALAM'S YOUTH

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ABSTRACT

Skincare products have had a significant impact on consumers' skin, either positively or negatively. Most people are becoming increasingly concerned about the possible harmful consequences of chemicals found in skincare products. As Muslims, we only use Halal products that are free of porcine or animal substances that are not processed in accordance with Islamic principles. Because of the increasing demand and usage of skincare products, the importance of having knowledge about proper skincare that is in accordance with the concept of Halalan Thayyiban should be considered while one is still young because the effects of using potentially dangerous skincare would be long-lasting on the skin. Furthermore, due to a lack of consistency in the halal standards requirements, it further complicates the halal certification for skincare products. Therefore, the purpose of this study is to investigate the important factors considered by Bruneian youth when purchasing skincare products, as well as to analyse their knowledge of halal skincare and determine the importance of halal certification in influencing their purchasing behaviour. Using a survey method, the questionnaires are distributed to 100 respondents. These surveys will target the three questions in this study by using the planned theory behaviour. This study also uses a descriptive analysis method with a quantitative approach, which will be analysed with the help of SPSS. A study has been made similar to this research in Malaysia, which resulted shows, that most Malaysian students considered Halal, product safety, brand, price and quality as being the most important factors when purchasing skincare products.

Keywords: *Halal Skincare products, Halal certification, purchasing behaviour, Youth, Brunei Darussalam*

PP034 ADVENTUROUS AND CONSERVATIVE: MUSLIM CONSUMERS' LIFESTYLE ON PURCHASING MUSLIM FRIENDLY FOOD IN JAPAN

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ABSTRACT

The population of Muslims globally has been found to be increasing drastically which is estimated to reach a 73% rate of increase in 2050. On the contrary, the percentage of the Muslim population in Japan is only 1% of the total population in Japan, specifically 120,000 foreign Muslims and 10,000 Japanese Muslims living in Japan, which is a minority. It was found that Muslims who lived in Japan tend to face difficulty in finding halal food, especially in small cities due to the lack of availability of Halal products in Japan. The main objective of this paper is to identify the challenges faced, the purchasing decision, and the coping strategies of Muslim consumers living in Japan. The qualitative data, specifically the shadowing and interview method, were collected from 2 participants between the age of 23 to 25 years old, and who have been living in Japan for over 1 year. The findings of this research show that although the participants are both adventurous and conservative, they generally faced the same challenges i.e. difficulty in finding halal food and fresh halal meat, they all shared several common characteristics of their purchase decision, to name a few, they inspect the halal logo, Muslim-friendly ingredients, quality and price of the products as well as they would online shop for their halal meat. They also shared several coping strategies such as cooking their own meal, they would purchase halal products by default and they would check for the product's ingredients before purchasing them.

Keywords: *Halal food, Japan, Muslim Consumer, Muslim-friendly food, Purchase decision*

PP035 THE BENEFITS OF EATING PROPHETIC FOODS IN ACHIEVING A HALAL LIFESTYLE

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ABSTRACT

Prophetic foods are derived from natural sources; no presence of compounds, substances, or chemicals in them. As the world progresses towards modernization and urbanization, the quality of life and standard of living have also subsequently improved. Factors such as technological advancements, modernized products, utilities, healthcare, and transportation have contributed to a significant influx of processed and modern foods. Resulting in the preference for natural and healthier food options such as fruits and vegetables coming second among the majority of the population. In addition, the consumption of processed and modern foods led to an increase in salt intake, which resulted in the development of unhealthy behaviours in childhood and adolescence, which itself is concerning and has heightened the risk of developing negative health outcomes such as communicable and noncommunicable disease (NCDs). Hence, this study aims to present the benefits of prophetic foods in achieving a halal and healthier lifestyle. In order to achieve the objectives of this study, the library research method was carried out to collect relevant information. Findings showed that prophetic foods are significant to treatment and healing, and they can be utilized as natural remedies. Most importantly, prophetic foods not only adhere to the principles of halal; but the consumption of prophetic foods preserves the health of each individual; as it contributes to the mental, physical well-being of the body, emotional state and soul. In addition, the findings from this research hope to promote awareness and exposure towards the concept of prophetic foods.

Keywords: *Prophetic Foods, Benefits, Natural, Halal Lifestyle,*

PP036 SUICIDOLOGY IN SHARIAH PERSPECTIVE WITH AN EMPHASIS ON THE CAUSES AND PREVENTIVE MEASURES THROUGH HALAL LIFESTYLE

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ABSTRACT

According to Islam, suicide is haram and all Muslims should aware that this is one of the major sins which have great punishment for the doer. However, research shows that suicide has traditionally been poorly studied in Islamic countries and some people lack awareness of this issue leading to an increase in people committing suicide. This study aims to determine the causes and prevention of suicide from Shariah and Halal perspectives by referring to Al-Quran, Hadith, and another Islamic approach. The four objectives of this study are: Firstly, is to study the concept of suicide from Islamic points of views and its ruling. Secondly, is to determine and identify the causes of suicide from Shariah perspectives. Thirdly, is to determine and identify the prevention of suicide through Halal Lifestyle. Lastly, is to explore the view of informants on the suicide prevention plan in the Islamic approach through interviews. To achieve the objectives, a qualitative research method was applied in combination with theories and interviews. The major findings from this study determined that the prohibition of suicide is to preserve the Maqasid Shariah, mainly the protection of life. While the causes of suicide are mainly related to the pressure of life that leads to hopelessness and depression. From the Halal perspective, the most effective prevention is Islamic therapy such as '*ruqya*' by following specific verses in the Quran and also supported by the modern way of medication and therapy from Islamic counsellors and psychologists which consist of many techniques in lined with Islamic teaching. Also, Halal Lifestyle in everyday life could prevent us from committing suicide by upholding '*Hablum MinAllah Hablum Minannas*' as a principle.

Keywords: *Causes, Halal, Maqasid Shariah, Prevention, Suicide.*

WORKING COMMITTEES

WORKING COMMITTEES

**6TH INTERNATIONAL SEMINAR ON HALALAN THAYYIBAN
PRODUCTS AND SERVICES (SAPPAT VI) 2023
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Dayangku Ummi NurSabrina binti Pengiran Zulkifli

Dayang Hajah Nurul Hidarani binti Haji Mohin

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Awangku Muhammad Haziq bin Pengiran Rosli

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Dayang Erna binti Omar

Tazkirah

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Dayang Norain binti Haji Othman
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Awang Mohammad Khairee bin Haji Saban
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Awang Hardewi bin Hashim
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Awang Mohd Zulfadliuddin bin Haji Md Jali
Awang Roslan bin Haji Ahmad
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Awang Muhammad Syahmi bin Haji Zaini
Awang Nurhafiz bin Jasni
Awang Edris bin Haji Taha
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Awang Haji Marzuki bin Haji Mahmud
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*Monday - Wednesday, 5 – 7 June 2023 / 16 – 18 Zulkaedah 1444
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