

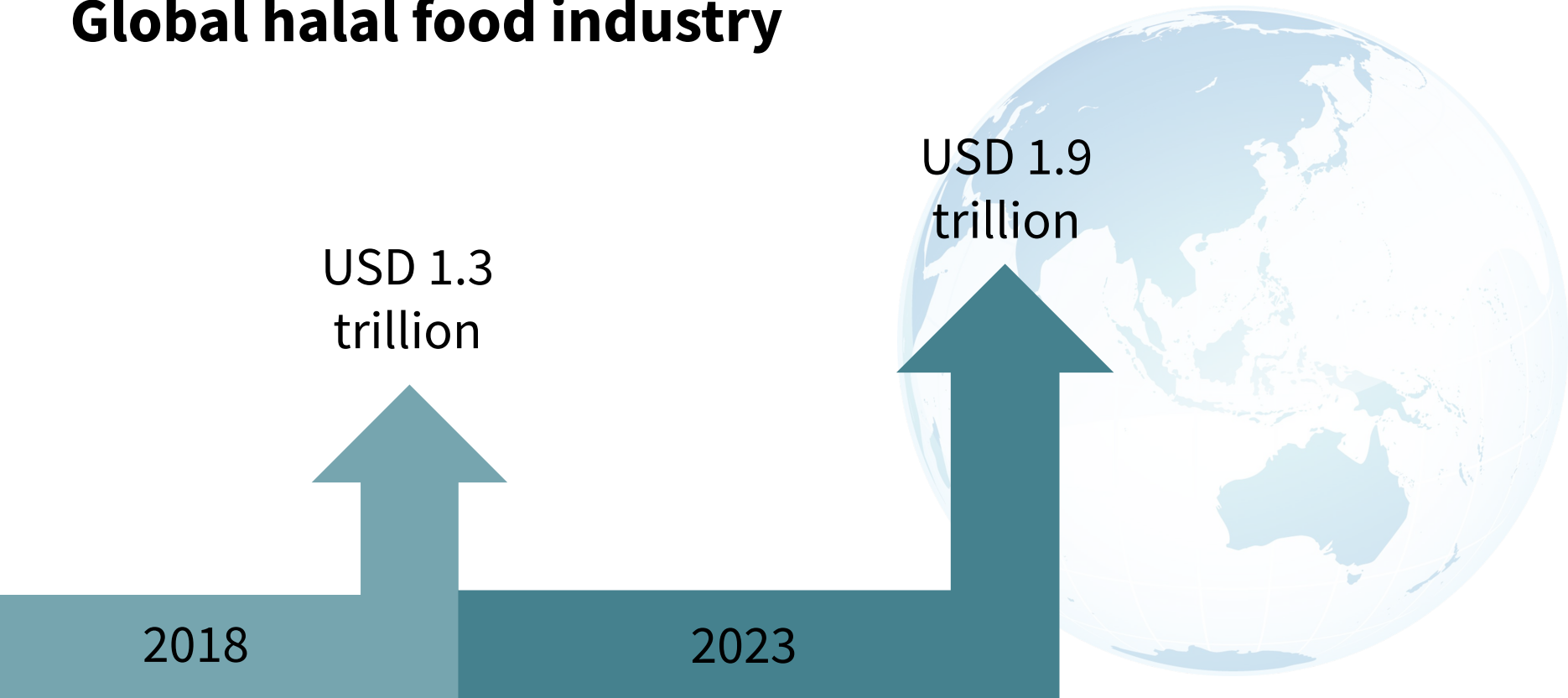
Promotional Language and Maqasid Shariah in the Advertisements of Local and International Halal Food Products

Wan Nor Fasihah Wan Mohd Fadzlullah

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Global halal food industry



(Global Islamic Financial Report 2017)

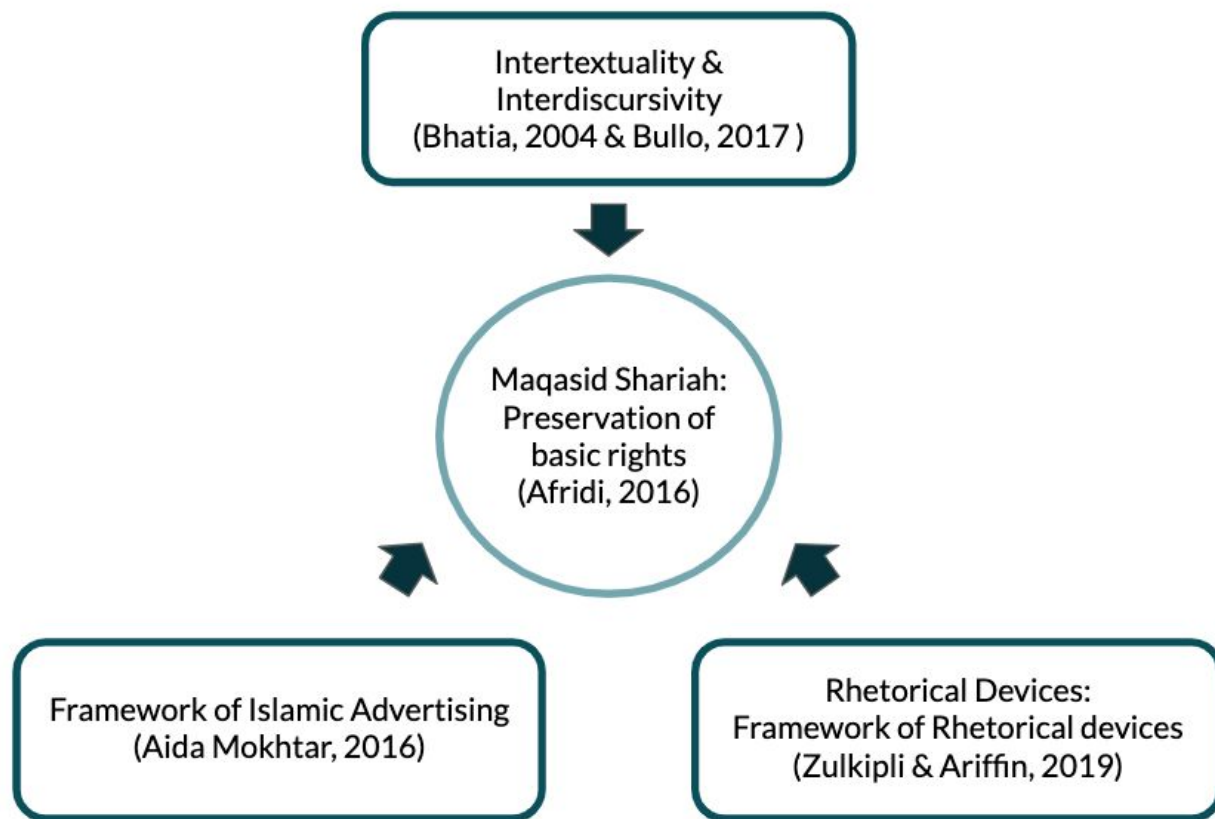
Problem Statement

- Linguistic terms convey information for consumers to make informed choices
- Influence customer purchasing behaviour
- Little research on halal food products promotional material

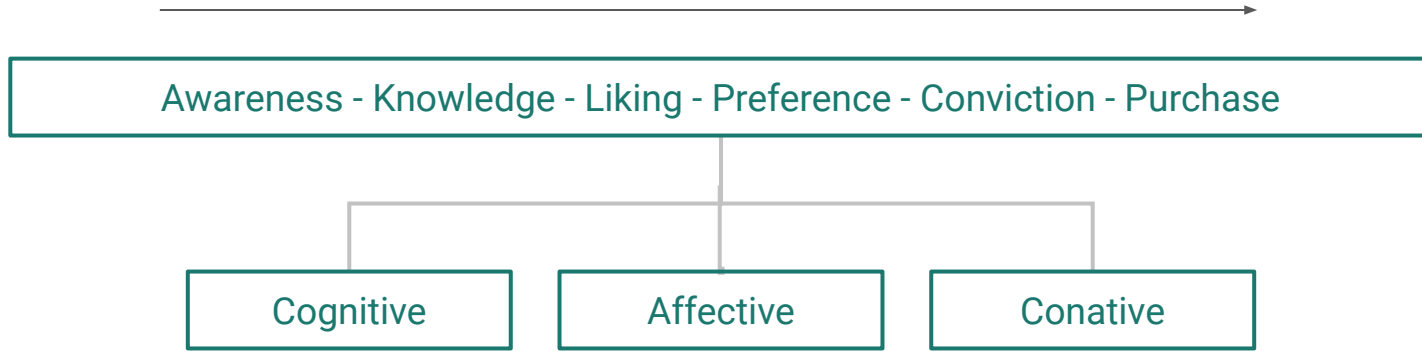
Research Question

To what extent the promotional discourse accurately reflect the concept of halal as espoused in Islam, through the preservation of religion in Maqasid Shariah?

Conceptual framework



Framework of Islamic Advertising (Aida Mokhtar, 2016)



Advertise:

- Truthfully
- With knowledge
- Clearly
- Fairly
- Mildly
- Protect women's modesty

Methodology

Visit 3 halal exhibitions around Klang Valley

Collect food product advertisement materials and randomly select 100 advertisements for analysis

Transcribe advertisements into text files (.txt)

Run text files via AntConc 3.5.7 for corpus analysis & apply discourse analysis on product advertisements to look for halal-themed language



Findings

Islamic Principles	Quranic Verses	Example
Advertise Clearly	“O ye who believe! Fear Allah and make your utterance straightforward.” (Qur’ ān, 33:70)	“Halal, easy & tasty”
Advertise with knowledge	“...Tell me with knowledge if you are truthful” (Qur’ ān, 6:143)	“Ethical and sustainable sourcing”
Advertise truthfully	“And cover not truth with falsehood, nor conceal the truth when you know (what it is).” (Qur’ ān, 2:42)	Halal certified

Halal, Easy & Tasty!

Thalia

Thalia's Premium Lasagna
Restaurant's Dish Made Simple!

Easy to prepare and delicious. Just select your favourite and reheat it in the microwave or conventional oven, and this tasty meal is ready to be served in minutes, anytime of the day!

ENJOY IT TODAY!







 >> Thalia By Muslim Kitchen


Muslim Kitchen Sdn Bhd (706328-U)
 27, Jalan USJ 7/38, 47610 Subang Jaya,
 Selangor Darul Ehsan, Malaysia.

Tel : +603 5632 3187 / 5635 3070
 Fax : +603 5633 8417
 E-mail : info@thalia.my
 Website : www.thalia.my

Be Fish

Why are we different?

TRY IT NOW!

READY TO EAT

FISH CHIPS

No.1 From Narathiwat | South of Thailand.

☒ High Protein & Calcium
☒ No Oil.





Advertise clearly

FRUIT AND HERB Suitable for Vegans

salads, soups, snacks, dips, stir fries, BBQs, roasted veggies,
grills, mash, pizza & more

TOPPINGS | Passion in Flavour

QUICK & CONVENIENT
ADDED TEXTURE
FLAVOUR & CRUNCH | GOURMET
APPEAL

ALL NATURALLY FLAVOURED

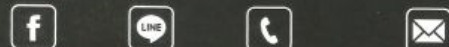
NO MSG, GMO
OR IRRADIATED
INGREDIENTS | SUITABLE FOR
VEGETARIANS

ethical and sustainable sourcing

extended shelf life accessories for salads

FAMILY OWNED & OPERATED

www.amzap.co



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HEALTHY CONTINENTAL, AFRICAN FOODS & SNACKS
We make the difference in catering services

Kully

First Class Kully Cookies
Nig. Ltd.

ABUJA: Suite 813
Maitama Shopping Complex
Maitama, Abuja
NOUN: National Open University, Plot 91
165 Cadastral Zone, Nnamdi Azikiwe
Expressway, Pichind Convocation Arena
Jabi, Abuja
Tel: +234 809 677 5066 +234 817 470 0000
+234 805269 3558

KANO: Cutchi Bhattu
Behind Jigawa State Zaria Road
& No. 306 Victoria Close
By Gijikawa Street
Behind Uda-Cat Complex Kano.

KADUNA: Naig Warne Road,
Opp. KMC Radio GRA, Kaduna

LAGOS DEPOT: No. 15 Wazir Ibrahim Crescent
Kano Lison Office, Victoria Island, Lagos
Website: www.firstclassrefresh.com
Facebook: [firstclassrefresh](#)
Twitter: [firstclassrefresh](#)
Instagram: [firstclassrefresh](#)

Groundnut Crunch (Kuli-Kuli)

Danbun Nama
Fried and shredded spicy beef

Danbun Nama
Fried and shredded spicy chicken

Groundnut Prince Cookies
Dan-Sarki

Advertise with knowledge

DALUCIA

IT'S SO DALUCIOUS I WENT NUTS!!

Our Dalucia Almond Milk is made from crushing and pulping real almonds to produce this smooth milky beverage.

Dalucia Almond Milk is not just dalicious. It is also lower in calorie than cow's milk making it a perfect drink to enjoy healthily.

Worth going nuts over it!

THE DALUCIA.COM
@DALUCIAMY
f DALUCIAOFFICIAL

GET ALL 3 FLAVOURS!

ORIGINAL FLAVOUR ALMOND MILK
DATES FLAVOUR ALMOND MILK
CHOCOLATE FLAVOUR ALMOND MILK

11.2 FL OZ (320 ML)

VEGAN friendly
HALAL CERTIFIED
GMP
AB

Le PETIT Béret

D. Laporte
France's best Sommelier

ALCOHOL FREE GUARANTEE 0.0

NO SULPHITES - NO FERMENTATION

Freedom and pleasure to share!

VEGAN friendly
HALAL CERTIFIED
EUROPEAN UNION
AB

Advertise truthfully

'Beer' or 'malt drink'? Thailand examines non-alcoholic governance to avoid legal loophole exploitation

By Pearly Neo 

27-Mar-2019 - Last updated on 27-Mar-2019 at 01:44 GMT



Zero halal: Heineken clarifies its zero-alcohol beer is for non-Muslims only

By Pearly Neo 

29-Jul-2019 - Last updated on 29-Jul-2019 at 01:27 GMT



Malaysian plant-based alternative-pork startup scouting for food technology talent

By RJ Whitehead

18-Sep-2019 - Last updated on 18-Sep-2019 at 22:54 GMT



Advertise truthfully

Conclusion

- Some halal food product advertisements follow halal values
- Some halal food product advertisements might create uncertainty
- Employ right marketing
- Muslims observe *halalan toyyiban*
- Advantages benefit global consumers

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