

**HALAL: KNOWLEDGE, PERCEPTION AND  
AWARENESS OF FOOD SCIENCE &  
NUTRITION FINAL YEAR  
STUDENTS OF UCSI  
UNIVERSITY**

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## ABSTRACT

Halal food is defined as food permitted under the Shariah law. Basically, all foods of plant and animal origin are considered Halal except those which have been specifically prohibited by the Quran (Muslim scripture). With the mission of Malaysia becoming an International Halal Food Hub, it is nonetheless that this development needs to be accompanied by the widespread understanding of the subject among the public, especially among food industry professionals. This study was aimed to gauge the knowledge, perception and awareness level of the students on Halal matter. A survey form consisting of 30 questions were distributed to 106 final year students of Food Science and Nutrition programme. Tables and graphs are presented to depict the findings of respondents. The results showed that 7.5% of respondents have good score, 65.1% scored averagely, and 27.4% scored poorly in knowledge section. It was expected that Malay respondents scored higher in knowledge ( $24.50 \pm 2.12$ ), perception ( $8.00 \pm 1.41$ ) and awareness ( $16.00 \pm 0.00$ ) since they are obliged to consume Halal food. Results also showed 1.9% of respondents have positive perception level whereas 32.1% have moderate perception level, and 66.0% have negative perception level. There were 53.8% of respondents think that Halal certification does not benefit non Muslims, 58.5% do not think that Halal products are better in quality compared to products that were only implemented by conventional standards, 59.4% do not think that Halal products are safer for consumption, 64.27% do not think that Halal products are more hygienic, and 72.6% do not think that Halal products are generally higher in quality. It was sad to find out that all of the respondents ( $n=106$ ) have low level on Halal awareness. These results showed that the respondents were not well informed with the knowledge of Halal hence most of them have negative perception and low awareness on Halal matter. There was a bias in the amount of male and female respondents in this study. Hence, comparisons of knowledge, perception and awareness between genders cannot be justified.

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