

Effectiveness of Public Service Announcement on Halal Knowledge among Muslim Teenagers in Time of Pandemic

Norhayati Rafida Abdul Rahim ^{1*}, Nur Iftikhar Che Saperiz ¹

¹ Communication Program, Faculty of Leadership and Management, Universiti Sains Islam Malaysia, Bandar Baru Nilai, 71800 Nilai, Negeri Sembilan, Malaysia

* Corresponding author: norhayati@usim.edu.my

Abstract

Halal has since perceived the country's remarkable preferred position in creating and advancing the halal business since a long time ago. Malaysia, a contemporary Islamic state with an open economy, has accomplished huge achievements inside the halal circle, spearheaded Malaysia's halal norms and accreditation since the primary 70s. Malaysia has likewise gotten various recognitions from different countries for halal information and affirmation expertise. In November 2019, an attack of COVID-19 in Wuhan, China have come to many countries around the world, including Malaysia. With the increasing number of cases, how does public service announcement (PSA) play its role in disseminating Halal information in the pandemic? Does social media mediate the PSA effectively? This study wishes to examine the effectiveness of PSA towards the increase of halal knowledge among social media users. This study employs a quantitative approach which uses a survey method. Due to pandemic and movement control order, the responses have resulted in 100 respondents only. The analysis includes descriptive, T-test and correlation. It is found that the PSA made through social media does not exert influence on halal knowledge among Muslim teenagers. It reveals the majority for less effectiveness of PSA in social media, which causes most respondents at the moderate and low level of halal knowledge. A further assessment should further investigate the interests of respondents in halal knowledge itself.

Keywords: *Public Service Announcement, Halal, Social Media, COVID-19*

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1.0 Introduction

Muslim consumers have paid more attention to their food in terms of halalness. It is a strong argument in terms of religion and Islamic practice. As a result, Malaysia's declared objective has long been to create Malaysia as a global hub for the marketing, delivery and development of Halal goods and services to Muslim countries throughout the world. The Public authority's current spotlight is on creating connections between the quickly growing Islamic account and banking framework and the worldwide Halal market (Utusan Online, 2004). The Malaysian Government, under the master direction of our previous Prime Minister, Tun Dr. Mahathir Mohamad, and perceiving the significance of this industry and its promising future, has endeavoured to fuse Islamic standards in the development of this field.

Since 1959, Malaysia has made strides which are viewed as a world pioneer in exploring and building up the Halal instruments and items as a common inside the monetary administrations' field likewise as Takaful at the legislative level through the foundation of Syariah Warning Committee by a monetary establishment of Malaysia (BNM) (Samsudin, 2005). Likewise, spearheading endeavours are directed inside the Malaysian Islamic Capital Market by the Malaysian Government through the Securities Commission (S.C.).

The National Body of Standardization and Quality (SIRIM) has accomplished the "Malaysian Standard MS1500, General Directions for the gathering, arranging, dealing with and Putting away of GMP sources," which joins GMP (Great Manufacturing Practices) and consistence with GHP (Good Hygiene Practices). The new standard reinforces Malaysian Halal confirmation. The longest settled and most perceived enrolled Halal logo inside the world (Badawi, 2004).

Siti Zanariah, Nor Azura, and Jusang (2014) expressed that demonstrating the food is halal is crucial for all Muslims. Malaysia plays host to two of the premier significant yearly occasions inside the halal business, particularly the Malaysia Global Halal Grandstand (MIHAS) and the World Halal Discussion (WHF). Both assume an essential part in building the country's standing due to the worldwide reference and exchange Community for the new standard of the halal business since 2003. With the public authority's full help and weighty association, Malaysia's believability and administration inside the halal area are perceived by the Association of Islamic Participation (OIC).

2.0 Problem Statement

Muslim teenagers should be more involved in halal products, particularly food and the halal brand in each product they consume and use as a vital medium in market gain. But some Muslim teenagers do not seem to be too conscious of halal within the foods they obtain. The first drawback related to these issues with halal is data. Generally, Muslim teenagers lack knowledge regarding halal, mainly supported food they consume thanks to their behaviour or perspective that square measure doesn't desire to grasp the new or latest information or problems regarding halal issues. Even though they got the chance and have facilities like net, television, radio, and significant social media, their curiosity to grasp the halal is incredibly restricted.

Teenagers particularly explore the alternative websites once surfboarding the web rather than attending helpful websites like JAKIM or halal. The exploration and procure additional data regarding halal is essential. An absence of information regarding halal certification occurs if they cannot use technology like computers or surf the web. Plus, their youngsters never share the information that they receive from their peers. They do not get the most recent improvement and problems regarding the halal certification and halal brand.

More after, Muslim teenagers got confused about distinctive the halal brand due to several faux halal logos by personal companies. This confusion may well be due to the utilization of the Arabic or *Jawi* character on the packaging label for a similar reason, whereby Malay, Arabic, or Muslim name usage. So, the Muslim teenagers got additional confused to match the JAKIM halal brand or faux halal brand if they did not have the information.

Besides that, some Muslim teenagers have lack knowledge or information and do not entirely perceive the explanation behind the halal certification and halal brand. So, they need to perceive or understand the certification that the product manufactured by the makers square measure going halal. The following drawback related to the halal' issue is regarding safety.

COVID-19 and Movement Control Order

Due to the attack of COVID-19 in November 2019, a new, highly contagious virus broke out in Wuhan, China, and has since spread worldwide, reaching more than 128,343 as of March 13. The Chinese Government was widely criticized over attempts to cover up the outbreak in the early weeks, including crackdowns on doctors who tried to warn colleagues about a new SARS-like virus emerging in Wuhan in Hubei province. According to the World Health Organization (Muhammad et al., 2021), the virus transmits through a cough or sneeze droplets of COVID-19 sufferers from one person. It is also transmitted when the drops land on any surface, turning them into fomites and touching an uninfected person's mouth. A practical method to avoid the pandemic is to practice social distancing by maintaining a one-meter (3 feet) distance from another person (assuming that they may be carriers of the same virus).

Not long after China, several countries experienced significant COVID-19 outbreaks to date. The United States of America is currently at the top of the list with 128,892 deaths out of 614,643 cases, followed by Spain (177,633 cases/18,579 deaths), Italy (162,488 cases/21,067 deaths) and France (143,303 cases/15,729 deaths). Worldometer (2020) reported that Malaysia had 5,072 cases with 83 deaths and 2,647 recoveries as of April 15 2020.

The rapid growth of cases in Malaysia urged for a quick decision from the Government. The Prime Minister, Tan Sri Muhyiddin Yassin, announced on March 16, 2020, a total lockdown of the country through the Movement Control Order (MCO) (Bernama, 2020). The first MCO started from March 18 to 31, 2020, enforced under the Control and Prevention of Infectious Diseases Act 1988 and the Police Act 1967.

The situation of MCO seems to seize a lot of business from growing. The halal industries, in particular, must continue providing for the needs of Muslims in Malaysia. While MCO overwhelmingly created pressures, the teenagers had to go through the new norm of life of the pandemic era. They seem to understand every piece of information that crosses their digital devices from entertainment, news, knowledge, and halal. What is the effectiveness level of public service announcements among Muslim teenagers in Kuantan, Pahang? What is the level of halal knowledge among Muslim teenagers in Kuantan, Pahang? Is there any correlation between the effectiveness of public service announcements and the level of halal knowledge among Muslim teenagers in Kuantan, Pahang?

3.0 Public Service Announcement

According to Imma, Zulkifli, & Ghani (2013), Public Service Announcements (PSAs) aren't any charge announcements created to push programs, exercises, local area interest, and administrations from the government furthermore the non - government area. As technology develops, several PSAs use animated characters to influence and make high awareness among individuals. The animation may be a simulation of movement created by displaying a series of images or frames like cartoons on tv. Analysis has shown that PSAs are effective in the conveyance of the title of the message. However, the influences of animated PSAs among students regarding health and safety messages are still unclear. The results emphasized that animated PSAs received higher responses among students. Students' acceptance towards animated PSAs and animated spoke characters received a little, however considerably higher response. Public health practitioners may utilize the results from this study to influence and educate individuals on public health and safety among school students to reduce preventable diseases and rising public health (Imma, Zulkifli & Ghani, 2013).

Rodman (2012) indicated that prostate-explicit antigens might be laid out as notices on issues with public interest presented at no incentive to support the local area. Through PSAs, a volunteer organization's absolute imaginative power constantly fights the social ills like alcoholic driving, young adult physiological state, quitting of school, bias, and prejudice. It also makes use of animated characters to influence viewers and to instil awareness of specific topics that may affect their mentalities and, as a result, their behaviour in the world.

Public service announcements (PSAs) promote, supported by either government offices or elective associations, to push causes and exercises ordinarily contemplated socially entrancing. For example, as of late, Donovan and Leivers (1993) analyzed a prostate-explicit antigen mission's outcome on bigoted convictions. PSAs have been accustomed to the spread of elective social issues, such as misuse, unsafe sexual works, driving under the influence, abuse, ignorance, weakening monetary profitability, and battered young ladies. Additionally, prostate-explicit antigen crusades have conjointly been vital raising support apparatuses for altruistic associations like the Yankee Malignant growth Society. PSAs are intended to redundantly open understudies to uncommon substances going from the advantages of perusing to well-being related messages.

A few of the issues that have oxyacetylene this discourse is brought about by the absence of prostate-explicit antigen missions to imitate expensive practices that are standard in better-supported customer items' promoting efforts (Blossom and Novelli, 1981; Rothschild, 1979). During this respect, the principal evident constraint is that prostate-explicit antigen crusades almost consistently assume gave media rather than paid media plans (Vingilis and Coultres, 1990).

A few organizations that have relied on PSAs have been legitimately included in discussions on whether the difficulties highlighted with certain media outweigh the financial investment funds that these gifts provide. This concern has prompted the Centers for Disease Control and Prevention (CDC), the Office of the Surgeon General, and the National Highway Traffic Safety Administration (NHTSA) to launch an inquiry into the overall impact of "paid versus given" media campaigns on well-being practices (Donovan et al., 1991; Koop, 1988; Public course Traffic Security Organization, 1984). Beneficial organizations, such as nonprofit organizations, have examined the financial viability of utilizing paid-media strategies for soliciting contributions the same way as these administration marketers have (Foltz, 1989). These associations accept they face partner irreversible call because once the media groups them as "paid promoters," they will be less prepared.

It is frequently trailed by a report on a multimarket field explore that inspected the viability of a given media versus a paid-media prostate-explicit antigen channel technique. The article finishes by talking about the ramifications of this field investigation's discoveries for the job of paid media in prostate-explicit antigen crusades. Telecasters and distributors have customarily furnished prostate-explicit substance crusades with less entrancing spaces that they may not offer to pay sponsors. Thus, stacks of the media given for prostate-explicit substance crusades do not contact implied crowds. The undeniable reality joins this burden that troublesome influence assignments, similar to those attempted in these missions, may like a sufficient degree of message reiteration accordingly on achieving achievement (Pechmann and Stewart, 1988). In this way, it isn't stunning that stacks of given media crusades have confined accomplishment since they commonly do not secure the number of redundancies among focused crowds ordinarily needed to permit birth to substantial changes in practices (Rothschild, 1979).

Knowledge on the website of Public Service Announcement

According to O'Keefe & Reid (1990), advertising has played a vital role in developing the world's most powerful brands. It has also been an essential instrument in teaching and influencing the general people about social issues. Public service announcements (PSAs), similar to ads but not advertisements, are essential for most communication efforts. Even though public service announcements are often placed in specific media spaces, several charitable organizations have opted to ask media spaces for these social problem messages.

In general, capable progress organizations are associated with producing and forming these media messages. From many perspectives, public assistance takes note of modern PSAs made to seem like commercials, which might be one of the reasons for creating their chosen name. Given the frequency and social relevance of PSAs, the number of informational

requests emphasizing the tremendous consequences of these social problem messages has recently increased noticeably.

In an exploratory examination led in 2010, including youthful crowds, Klimes-Dougan and Lee (2010) inspected persons with self-destructive tendencies from being drawn into self-destructive activities through the deployment of a spoof PSA broadcast containing messages. Nonetheless, the most important conclusion of the research was that the message was perceived as less helpful by the respondents (Klimes-Dougan and Lee, 2010). On the contrary, the respondents viewed PSA messages helped give fundamental data while in transit to beat mental misery and stop self-destruction contrasted with the announcement messages (Klimes-Dougan and Lee, 2010).

According to a study by Murphy-Hoefer, Hyland, and Higbee (2008), the respondents were powerfully interested in the ominous prosperity consequence of notification ensuing to audit messages from three characterizations against tobacco advancements (typical works on, prosperity results, and industry control). According to the overall findings, most respondents (85%) believed that ads grabbed the attention of young adults, and another half stated that advertisements influenced their mentalities to decide to smokeless or cease smoking. Only 33% would share the impression gained from the advertisements with their friends (Murphy-Hoefer, Hyland, and Higbee, 2008).

4.0 Methodology

This research employed a quantitative approach which used a set of questionnaires. Random sampling was applied to Muslim teenagers who live in Kuantan, the state capital of Pahang and Nilai, Negeri Sembilan. Due to the time constraints when the data collection took place, only 100 respondents responded to the questionnaire. Four sections identified demographic background, social media usage, perceptions towards public service announcements, and halal knowledge. The perception of PSA and hall knowledge were measured using Likert Scales. Ten items are measuring PSA and 12 items for halal knowledge.

Upon reliability test, the result revealed strong Cronbach alpha where the PSA was $\alpha .755$ (nine items), and another nine items measured halal knowledge ($\alpha = .656$). This article presented descriptive findings on the gender, age and use of social media (frequency, mean and standard deviation). Inferential analysis of correlation identified the relationship between the perceptions and the level of halal knowledge.

5.0 Result

According to Table 1, the distribution of respondents based on gender shows the majority of females (61.0%) compared to male respondents (39%). The age shows 38% of the respondents were 18-years old, 24% were 14-years old, 13% were 16-years old, 10 were 15-years. A smaller percentage was 8% who was 17-years old, and 7% were 13-years old. It shows that the majority in this study consisted of teenagers aged 18 years old.

Table 1: Distribution of Respondents according to Age and Gender (n=100)

Items	<i>f</i>	%
Gender		
Male	39	39.0
Female	61	61.0
Age		
13	7	7.0
14	24	24.0
15	10	10.0
16	13	13.0
17	8	8.0
18	38	38.0

Based on the figures shown in Table 2, this study found that Whatsapp takes a majority for mostly used regarding halal knowledge for 34 respondents. Instagram shows 30 respondents, which is almost similar to Whatsapp as compared to Facebook (n=10), Telegram (n=10), YouTube (n=7), and Twitter (n= 5). Social media is a tool and platform for discussing opinions and issues, allowing the exchange or sharing of ideas, information, videos, and images through specific networks (Siddiqui & Singh, 2016). The media helps people form opinions, obtain information, and make decisions on many issues. It allows them to be informed and aware of events worldwide by pressing their respective gadgets. Social media gets the attention of millions of users and attracts them to integrate social media sites into their daily lives. However, the use of this website has both benefits and harms (Rajeev, 2015). Social Networking Services (SNS) gains popularity among the younger generation and becoming part of the experience in their daily lives. Social Networking services have become a big part of the daily lives of youth, and their use to access in the long run to share thoughts, comments, ideas about contemporary situations that are close with their daily lives (Choudhary & Saha, 2015). Today, internet-based technology makes the existence of this social media more relevant. It is further enhanced by faster connections, thus allowing users of these social media sites to carry out various activities. It includes communicating, sharing data or information, even for business purposes (Sannusi et al., 2019). Social media websites like Twitter, Facebook, WhatsApp, MySpace, Viber, LinkedIn, YouTube and so on have become a significant part of the daily lives of the young generation of teenagers.

Table 2: Distribution of Respondents according to Social Media Preferences (n=100)

Social Media	<i>f</i>	%
Facebook	14	14
Instagram	30	30
Twitter	5	5
WhatsApp	34	34
Telegram	10	10
Youtube	7	7
Total	100	100

Overall, the respondents positively perceive PSA (M=4.10, SD = 0.864). Three items received a higher mean score for the perceptions (based on Likert Scale) which: 1) I know about JAKIM halal logo published by the public service announcement (M= 4.71, SD = 0.456)., 2) I think public service announcement helps raise the level of halal knowledge (M= 4.65, SD = 0.557)., and 3) I got a public service announcement on social media to learn about halal (M= 4.60, SD = 0.636). Rossilawaty (2018) views PSA as an essential tool the government uses to communicate issues concerning safety and benefit by the societies. She found that each PSA was received in terms of knowledge, helpful information, and awareness in her research. One item was found with a low score of M=1.71 (SD=1.008), which denies the incapability of PSA on social media, which provides practical knowledge.

Table 3: Items Measuring Perception towards Public Service Announcement in Malaysia according to Mean and Standard Deviation (S.D.) (n=100)

Items	Mean	S.D.
I got a public service announcement on social media to learn about halal.	4.60	0.636
I know about JAKIM halal logo published by the public service announcement.	4.71	0.456
I have never heard the public service announcement about halal knowledge through social media.	4.36	0.980
I find it very difficult to get information about halal knowledge through public service announcements on social media.	4.13	1.253
I think public service announcement on social media provides effective knowledge.	4.50	0.718
I do not think public service announcement on social media provides effective knowledge.	1.71	1.008
I rely on public service announcements to get halal knowledge.	4.17	1.045
I do not rely on public service announcements to get halal knowledge.	4.09	1.129
I think public service announcement helps raise the level of halal knowledge.	4.65	0.557
Total	4.10	0.864

Analysis of perception level resulted in null for negative and 79% for positive level respectively.

Only 21% is at a moderate level, which admits the nature of social media in delivering PSA among the respondents. According to Nadia (2017), one of the challenges faced by a teenager is the authenticity or legitimacy of any news or information read on social media. The youths are exposed to various forms of news or false information. If the reader is not careful in verifying the authenticity of the source of the news or information and then shares the false news or information, it will become contagious. To some extent, sharing such unauthentic news or information will affect or harm any party involved in transmitting such news or information.

Table 4: Level of Perception towards Public Service Announcement in Social Media according to Frequency and Percentage (n=100)

Level	<i>f</i>	%
Negative	-	-
Moderate	21	21
Positive	79	79

Halal knowledge among respondents is measured through nine items altogether. The average score indicates high of halal knowledge, which is 4.33 (SD= 0.646). The top three items of high mean score refer to 1) halal food does not use illegal substances (M= 4.92, SD= 0.273), 2) halal food obtained from halal and clear sources (M= 4.86, SD= 0.377), and 3) halal food does not use illegal processing equipment/feces (M= 4.82, SD= 0.672). Piah et al. (2018) found that school teens are aware of and concerned about Halal knowledge. It was also discovered that education, advertising, and parents significantly impact secondary school kids' halal food awareness.

Importantly, regardless of high knowledge of halal, the least mean score supports the findings when the item of "Halal food must come from nutritious food, clean and not harmful to health" has a lower mean score of M= 1.10 (SD= 1.188). It proves that the respondents clearly understand halal sources of foods and the nutritious aspect of food.

Table 5: Items Measuring Halal Knowledge according to Mean and Standard Deviation (S.D.) (n=100)

Items	Mean	S.D
Pigs are illegal to be used in any form of products for Muslims.	4.80	0.651
JAKIM is the only authority that provides certification of halal in Malaysia.	4.58	1.121
Halal food is obtained from halal and clear sources.	4.86	0.377
Halal food does not use illegal substances.	4.92	0.273
Halal food is purified from faeces.	4.58	1.182
Halal food does not use illegal processing equipment/feces.	4.82	0.672
When it is <i>syubhah</i> (not sure halal/haram), food should be avoided.	4.66	0.555
I will buy products that are popularly accepted in communities.	4.69	0.598
Halal food must come from nutritious food, clean and not harmful to health.	1.10	0.389
Total	4.33	0.646

Table 6 shows the level of halal knowledge among Muslim teenagers. The result shows that 97% (n=97) of Muslim teenagers have a high level of halal knowledge, with only three persons at a low level, which is 3%. Based on the result, Muslim teenagers knowledge of halal were moderate because they were concerned about halal knowledge. The study by Mustikan & Achmadi (2019) found that the beliefs on halal food are closely related to religious commitment. Furthermore, the youngsters' families informed them about halal eating since primary school. They subsequently got extra information via religious

speeches broadcast on radio and television, resulting in the teens having an adequate understanding of halal cuisine.

Table 6: Level of Halal Knowledge according to Frequency and Percentage (n=100)

Level	<i>f</i>	%
Low	-	-
Moderate	3	3
High	97	97

A Pearson product-moment correlation coefficient was computed to assess the relationship between the effectiveness of public service announcements and the level of halal knowledge among Muslim teenagers. There is no significant correlation between the effectiveness of public service announcements and the level of halal knowledge among Muslim teenagers ($r = .647, p = .000$). It indicates that the perception of public service announcements may increase halal knowledge among Muslim teenagers. It can be suggested that the PSA plays an essential role in making halal knowledge a success. This study views PSA as a non-commercial advertisement to change public attitudes and behaviour. It communicates information by utilizing traditional and new media tools to publicize an issue of relevance or interest to the public (Klimes Dougan & Lee, 2010).

Table 7: Correlations between the effectiveness of public service announcement and the level of halal knowledge among Muslim teenagers

Variables	Effectiveness Of Public Service Announcement	
	<i>r</i>	Sig.
Halal knowledge among Muslim teenagers	.647	.000

7.0 Conclusion

The compelling public service announcement (PSA) through social media is satisfactory based on the findings. However, the frequency of public service announcement (PSA) effectiveness may be reduced due to various problems. Therefore, researchers are making some suggestions to improve the way ads are served on social media. It can provide more information, especially about halal knowledge among Muslim teenagers.

Understanding the Muslim teenager's behaviour on halal knowledge provides insight for industry players in tapping the market and expanding the halal market generally. Previous research has shown that religion, marketing and safety, and convenience play a significant role in influencing Muslim teenagers in Halal consumption. Social media and effective public service announcements influence Muslim teenagers' halal knowledge behaviour. This limitation can be further improved by expanding the number of samples. Thus, further research with more comprehensive samples is required to understand Muslim teenagers' halal knowledge behaviour.

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