

# Halal Label Among The Society

## 2D Animation: Storytelling

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**Abstract**— On the product packaging, halal label writings or statements are halal, implying that the product is halal. Halal awareness refers to understanding the purpose and advantages of consuming and using halal products. For Muslims, halal is important in terms of food preferences because we must follow the religious permissible or lawful. The aim of this study is to educate the young generation about the importance of checking the ingredients and halal logo before purchasing a product or eating a meal. We decided to create a 2D animation that will educate the younger generation about the halal concept while also determining how well Malaysian youth understand and practice halal. To explain more about the halal labels or halal logos, we chose to create a storytelling 2D animation. The ADDIE Model, was used as main methodology and 2D animation development process was adapt to prepare the intended animation. Result from evaluation phase made showing a positive result in effectiveness in delivering the message to targeted audience.

**Keywords**— Halal logo, Halal label, Halal Awareness, Halal issues

### I. INTRODUCTION

This 2D animation story aims to raise community awareness about the significance of the Halal label in today's society. In the global market, various races in society have already been exposed to Halal Label, but only a few people are aware of the importance of these issues. Also, there is a lack of awareness, knowledge, and understanding of Halal among the younger generation [1]. Furthermore, there are many organizations in this industry that are surrounded by a large number of competitors. Furthermore, the global Muslim population has surpassed 1.8 billion, necessitating a global interest in food production. Malaysia is not only reliant on a single industry, but it also has a variety of economic factors that can contribute to the country's prosperity and development. As a result, the most important industry in the industry was the halal food or product industry, which no longer met the religious requirements to provide Malaysians who were Muslims, but it has grown into a distinct economic force both domestically and internationally Malaysia has entered a period of halal growth [2]. As the world's Muslim population grows, so does the demand for halal products. Similarly, the majority of Muslims, as well as non-Muslims, are aware of halal consumption [3]. Consuming halal food has long been a requirement for Muslims, not only as a religious

obligation but also as a means of showing their devotion to Allah (SWT).

### II. PROBLEM STATEMENT

#### A. The lack of awareness among the young generation

The youth's understanding of the Halal concept and practices needed to be investigated in order to determine whether Malaysia's young generation is aware of the Halal Islamic law. Because of the differences in religious practices, the Halal concept may be difficult to grasp, particularly among Malaysian youth. Because they are still young and have not had enough exposure to the Halal concept, the younger generation also has limited experience [1][3].

#### B. The problems in the halal and non-halal food section around convenience stores

The youth's understanding of the Halal concept and practices needed to be investigated in order to determine whether Malaysia's young generation is aware of the Halal Islamic law. Because of the differences in religious practices, the Halal concept may be difficult to grasp, particularly among Malaysian youth. Because they are still young and have not had enough exposure to the Halal concept, the younger generation also has limited experience. Because Malaysia is a mixed pot of races and religious practices, it is critical for the food industry to produce a diverse range of food products to meet customer demand, particularly for different ethnic and religious groups. As a result, food produced in Malaysia was separated into halal and non-halal categories. Although the Halal mixed and non-Halal food products sold on the market may be misleading to society, the non-Halal food was separated on the side of a small store in Malaysia. It's similar to warehousing and retailing in that Halal and non-Halal products couldn't be placed or stored on the same shelves, racks, or pallets. That shows the importance of Halal supply chain services and activities in maintaining Halal integrity [2][4].

#### C. Fake of halal logo manufacturer.

Malaysian authorities, such as JAKIM, have established Halal guidelines that must be followed by food manufacturers to ensure that the product sold on the market is fully Halal and that no Haram elements have been manipulated. The Halal rule had to be consistent with customer needs in order to ensure benefits

for both Muslims and non-Muslims. Some of the fake halal foods in the state of Selangor came from China, India, Thailand, and Malaysia itself [4]. When the food products were packaged in Malaysia, they were pasted with halal logos that were not authorized by Malaysian Islamic Development (JAKIM) [5][6].

### III. RESEARCH OBJECTIVES AND SCOPE

The aim of this 2D animation storytelling is to raise awareness of the halal logo among the younger generation. These are objectives of the study:

- To design a storyline that will improve awareness among young generation toward halal logo.
- To develop 2D animation that will expose halal food placement.
- To evaluate the effectiveness of developed 2D animation.

The respondents in this study were students or teenagers between the ages of 13 and 17, who fit the definition of generation z's young generation. This matter was distributed to the targeted respondent, who were located throughout the society in Kuala Lumpur, Malaysia. However, the animated series were developed with intention to make it suitable for all ages audience.

### IV. LITERATURE REVIEW

Animation are an art form, and it can do any genre. In animation storytelling, it can do a detective film, a cowboy film, a horror film, an R-rated film or a kids' fairy tale and so on. Even the Academy considers animation a genre and not a medium. Animated movies are most often children's movies. They are often used to tell simple stories with a moral and a healthy dose of surreal humor. Besides, a genre tells you something about the movie. In addition, animated movies and shorts in the west were made to appeal to everyone, from child to elders, so they've always been extremely family friendly, which lead, with time, to a perception that animation is a product for kids. In the year 2019, Malaysian Muslims have started a campaign for Muslims to be more vigilant about purchasing halal or Syariah compliance products. The campaign was call *BuyMuslimFirst* (BMF), it was about the movement has focused on supporting goods and services provided by Muslim manufacturers in Malaysia. The campaign was started in Penang, by involves the multiple industries that including food, medicine and even fashion. Though their critics have called it a boycott of non-Muslim products and there has a supporter's claim that it is to help Muslim business owners and empower the local economy in Malaysia [7].

Several animation series that related to the project were referred as example of our case study in order to view strength and weakness to tackled in developing quality 2D animation storytelling. One of our case study are from 3D animation video that delivering a religions related messages name Omar & Hana.



Fig. 1. Omar & Hana | Halal Ke? | Muslim Kids Song (3D animation)

The strength in show above which is in 3D animation have a good graphic and image that can attracted young generation to watch it. Besides that, the storyline content is quite interesting and make a kid to sing along. Lastly, the graphic design more into 3D animation compared into 2D animation. However, we found that the explanation in the video was too fast and may only make the kids audience to focus on singing along. Aside from that, the young generation more focusing on the video because of their 3D graphic instead of focusing on the storyline. Lastly, lacking of suitable subtitle with the explanation may lead to harder knowledge absorbing.



Fig. 2. Yalla halal | 2D Animation

Our second case study come in form of 2D animation PSA. The strength of this video is regarding a beautiful and attractive 2D graphics. Besides, the content of the storyline is quite interesting suitable for kid's audience. Last but not least, there a suitable subtitle with the explanation from the beginning to the end. However, the explanation was quite fast if user not listen carefully on what it wants explain about. In addition, the voice of narrator or the character sound that deliverer the message was lacking of nice intonation and this may lead to boring perception and will make audience lost focus on the video explanation.

### V. METHODOLOGY

This chapter explains the steps taken and the methodology used to achieve the study's goal. The demographics, research tools, qualitative or quantitative, research model, questionnaire design, and data analyses will all be discussed in the following chapter.



Fig. 3. ADDIE Model

#### A. Analysis Phase

Before the concept and product are formed or planned, phase one is a research step that involves some important portions. This is done to determine the research's title. In addition to deciding on a research title, it must make sure that the title chosen is appropriate for the current challenges and problems. After deciding on a project title, the next step is to determine the issue statement and project object to ensure that the research scenario was responsible for any aspect of the problem. After that, review the research background for the study case that needs to be prepared to cover the study case's knowledge area. Furthermore, the target audience frequently requires clarity as a critical issue because it makes it simple to invest the appropriate amount of time and money in the research case phase.

#### B. Design Phase

After analyzing the target audience's research background, phase two is a design phase, which is the second most important part for the designer. It's critical to figure out what the designer and developer will need to convey the message they want to communicate. Following the study and research background, the designer must determine the goal that has an impact on the readers, for which they must create a storyline and storyboard before developing.

#### C. Development Phase

The development phase is the project development process, in which all processes are based on the Gantt chart, storyboard, and storyline to ensure successful implementation. On the basis of requirements design, the project interface built in the context of 2-dimensional architecture was identified in the design process. The developer must ensure that all data collected in the previous two processes are used in this step and that all of this information is used to build software that can relay what it wants to participants. If the two previous stages are required for planning and brainstorming, this is the stage of development where everything is put into action.

#### D. Implementation Phase

This is the goal of presenting the research objectives and effectiveness from the first phase. Furthermore, the development process entails a more thorough examination of the methods and designs required to present the content being created. In

addition, for the implementing phase, we presented the proposal to the target group. As this study necessitates the Muslim society of Kuala Lumpur, Malaysia, between the ages of 13 and 17, who are concerned about the halal label. To ensure that the target audience is knowledgeable of the projects that have already been developed, we created a web page and a social media account for our campaign.

#### E. Evaluation Phase

The assessment phase is the last stage of the Addie model. A critical aspect of the end of the process is the assessment point. In this project, by using the survey form and quantitative data analysis as the summative evaluation, researchers assess the project in comparison, the techniques of quantitative study are related to the qualification of variables and the portion of the analysis was achieved by obtaining the result from the questionnaires that has been distribute to targeted audience right after they watched the developed animation.

### VI. 2D ANIMATION DEVELOPMENT PROCESS

Two-dimensional animation development is somehow similar to any video or film production process. Which contain of three standard phase which are pre-production, production and post-production phases [8]. As for pre-production phase, we start by pitching ideas, writing a script and sketching a concept style. Right after deciding a storyline and concept, we made a storyboard. The storyboard was the most important method of displaying a video to explain the appearance of a project that shows how a story or plot unfolds and arrange a sequence of scenes before the project was implemented.



Fig. 4. Sample of our project storyboard made

Designing in this phase mostly use hand-drawn method before transforming all material into digital assets as our main reference throughout production phase. Audio design also take place in this phase, where some files were downloaded from free royalty website. Character voice actor were identified to suit our character design. Recording a character dialog and narrator were done earlier as we intend to use the audio recording as our time-frame reference.



Fig. 5. Character sheet Ana

Production phase for 2D animation pipeline are starting with drawing assets or anything that will appear in front of our audience screen. Basically following the design that was created in pre-production phase, with additional details. Aside from drawing and coloring digitally, most important aspects in production phase is controlling the timing of animation using frame-per-second (FPS) as form factor [8].



Fig. 6. Color pallete used for the developed 2D Animation

Color also plays an important role in the project's interface. Colors must be able to draw the attention of the audience. To make the project appealing to the audience to see and feel, the developer used a combination of pastel and bright colors.

Several animating techniques were implemented in the process. However, the main technique used in animating was key framing, where we draw specific pose for every shot. For in-between animation, in some places were made using auto interpolation method that build in the digital animation software. But for the most part, the in-between were also drawn to make animation look more natural and smooth. Principles of animation were applied where possible.



Fig. 7. Compositing software used to composite

In post-production phase, this was where compositing taking place. Several shot which made in production phase arranged according to recorded audio, music and effects. Since the animation were created using 2D digital assets. Not much color grading need to be done while compositing. Nevertheless, the insertion of transitions and text designed for subtitle was crucial to match the 2D animation style.

<b>Helvetica Compressed</b>	Minion Variable Concept	<b>Cooper Black</b>
Agency FB	<i>Back to Black Gold Demo</i>	Bahnschrift
	<b>Franklin Gothic Demi</b>	

Fig. 8. Type of font used through-out the animation

Type of typography used in this project is very important because the text must be readable and uncomplicated typography. But at some point where in the storyline where the text used may not important for reading, we decide to go for fancy yet suitable typeface.

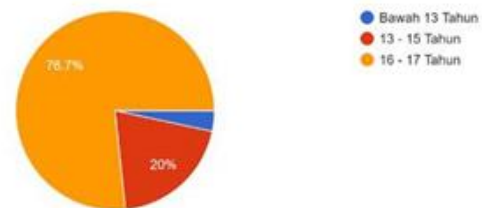
### VII. TESTING AND RESULT

In evaluation phase, the questionnaires that were given to the respondents will be discussed and evaluated in this chapter. Each respondent was asked and answered a total of 20 questions. The survey was filtered to 30 responses from people who answered it online by removing responses from non-target group. The respondent age range was set to be between 13 and 17 years old.

#### A. Demographic questionnaire

Demographics data were asked to make sure data are coming from relevant respondents.

1. Berapakah umur anda? (What is your age?)  
30 responses



2. Apakah jantina? (What is your gender?)  
30 responses

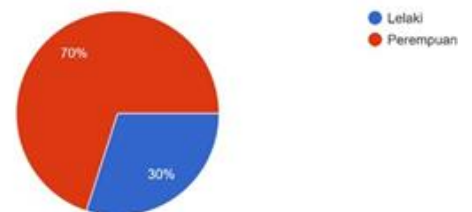


Fig. 9. Age and Gender

Figure 9 shows the pie chart above the result from the number of respondents in a certain age group and gender. Majority of the respondents was around the age 16-17 years old, which makes it

76.7%. Meanwhile, 20% from the respondents was around the age of 13-15 years old. The result also coming more from female than male. Majority of the respondents 70% for female and 30% for male.

**B. Level of awareness questionnaire**

One of the question asked was “In your opinion, do you feel the halal label on food packaging is important?” and 100% respondents answer yes. This showing that they feel that the halal label on food packaging is very important to Muslims [1][6].

2. Adakah anda memeriksa setiap label halal yang ada pada produk sebelum anda beli? (Do you check every halal label on the product before you buy?)  
30 responses

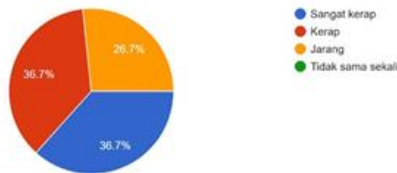


Fig. 10. Importance of halal label on food packaging

Figure 10 shows the result from the respondent on the question “Do you check every halal label on the product before you buy?” The majority of respondents frequently check the halal label on food product before buying. Meanwhile, the response of respondents who answered rarely was 26.7%. In our opinion this result actually proof that majority of Muslim’s buyer acknowledge the importance of halal in buying food products.

7. Sebelum ini, sejauh mana anda mengetahui label halal yang dilaksanakan di seluruh negara? (Before this, how aware were you of halal label implemented in around the country?)  
30 responses

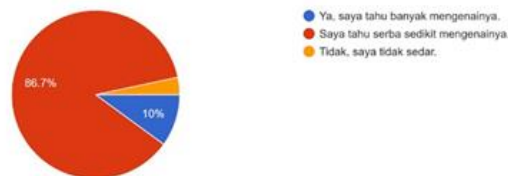


Fig. 11. Global halal label awareness

Figure 11 shows result from the respondent on the question “Previously, how well did you know the halal labels implemented nationwide?” The majority of respondents who answered “I know very little about it” was 86.7%. Meanwhile, only 10% of respondents answered “Yes, I know a lot about it”. Finally, there were also respondents who replied “No, I am not aware”. This because most shoppers actually didn’t notice any differences in halal label from variety of food products [4]. Some buyers just look for halal label at a glance and made decisions to buy the products. This shows how some Muslim’s were not really paying attention on label details as long as it is stated as halal on the packaging [5].

**C. Animation quality questionnaire**

This part of questionnaire asking the multimedia design element that was used in producing the animation.

1. Adakah jalan cerita animasi mudah difahami? (Is the storyline of the animation easy to understand?)  
30 responses

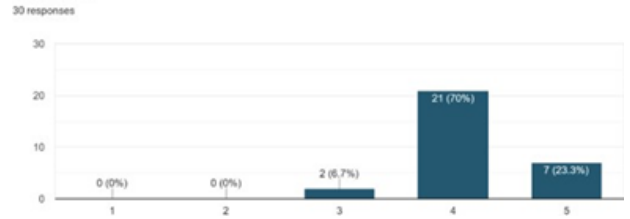


Fig. 12. Storyline

Figure 12 shows the result from the respondent on the question “Is the animated storyline easy to understand?” The majority of respondents gave a very positive responds. There were also respondents who replied “Neutral” which was 6.7%. The storyline created with considering the type of targeted audience, therefore no complicated plot was included to avoid confusing.

2. Imej yang dipaparkan dalam video jelas and mudah difahami. (The images displayed in the video are clear and easy to understand.)  
30 responses

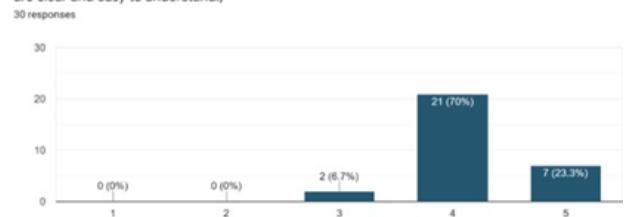


Fig. 13. Graphics

Figure 13 above shows result of “The images displayed in the video are clear and easy to understand.” The majority of respondents who answered “Agree” was 70%. Meanwhile, only 23.3% of respondents answered “Strongly Agree”. Finally, there were also respondents who replied “Neutral” which was 6.7%. The image drawn by the developer, most respondents “Agree” because the image displayed in the video is very clear and easy to understand for the respondents.

4. Jenis teks yang digunakan pada sarikata mudah dibaca. (The type of text used in subtitles is easy to read.)  
30 responses

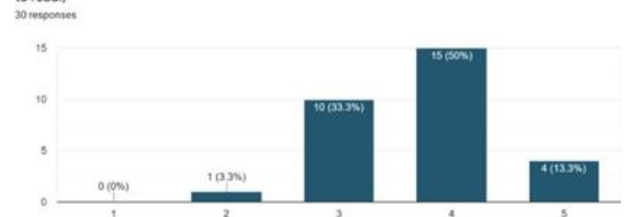


Fig. 14. Typography

Figure 14 shows result from the respondent on the question “The type of text used in the subtitles is easy to read.”. Most respondents agree that the subtitles that are easy to read in the 2D animation storytelling. However, we also noted that 33.3% responds in neutral which saying that maybe they are not really paying much attention to the text. Meanwhile for the 3.3% disagree responds, we believe this is coming from an individual preference since it contrast with majority of respondents. We also thought that maybe in some specific timing in the animation, the text may not be having enough contrast with the animation color that may lead to unsatisfactory text appearance.

### VIII. CONCLUSION AND RECOMMENDATION

According to result of our testing, all three objectives were successfully achieved. The animation developed were consist of only 3 parts with relatively short but enough for the campaign. We believe a lot of improvement could be done in the future relative to this study especially in order to increase engagement effectiveness. Creating a 2D animation are somehow more challenging compare to 3D animation because involving drawing and related to how conventional animation were created. However, with better storyline and the use of more complicated animation techniques enhancing could be achieved.

The campaign on importance of halal label can be elevated to a higher level by incorporating a mobile application. In terms of mobile applications, they can be a better resource for educating teenagers, as well as a place to store a lot of information and games. Most teenagers nowadays use the internet, and it is available in almost every home. As a result, this may be a more effective way of teaching them about the significance of halal labels. Furthermore, by focusing on teenagers, this project can be expanded to include adults. Adults or parents could teach their children or siblings about the halal label need by using downloadable application in any mobile devices.

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