

HACADEMY : HALAL VIRTUAL LEARNING ENVIRONMENT IN  
HALAL INDUSTRY

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## **ABSTRACT**

Malaysia is the only country in the world whereby the government provides full support in promoting the Halal Certification process on products and services. Muslims today makes up a quarter of the whole world population. The halal industry is one of the fastest growing in the world.

Hacademy as known as Halal Academy is an online training platform for halal industry. With a wide choice of courses, it's a best way to learn anytime and anywhere to gain more knowledge about halal or get certificate. Hacademy can save everyone time and cost, also an immediate access to enroll a courses is one of the best benefits offered by Hacademy. This platform will benefits a training provider to promote their content and gain extra income by global reach. Moreover, the future halal personnel to boost a hire-ability by collecting more certificates and knowledge.

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Background of Study**

Malaysia is a leader in the world's halal industry. However, there are some matters that dissuade Malaysia to be world halal hub. The examples of the factors are lack of halal awareness amongst the players about the halal concept and understanding on the ingredients, sources, processing and storage also because of weakness of the policy of halal certification and logo. Then, there are many physical training for training in halal industries organized or conducted by government and public sector. The innovation to this business idea is about to handle an online training by virtual learning environment (VLE).

In line with its task of increasing awareness on halal, virtual learning environment is an alternative platform for halal industry attend online training modules to get a certification or technical advisory services for anyone who seeks to better understand what halal is all about. A Virtual Learning Environment (VLE) is a system for delivering learning materials to trainee via the web. It must aimed to give benefit

in all halal sector that cover local and international halal market and act as one stop centre training modules designed to strengthen institutional and human resource capacities to establish Malaysia as the Global Halal Hub for Halal goods and services.

Halal are very important especially to Muslim people. Halal is a term exclusively used in Islam which means permitted or lawful. Malaysia is the only country in the world whereby the government provides full support in promoting the Halal Certification process on products and services. Muslims today makes up a quarter of the whole world population. The halal industry is one of the fastest growing in the world. It is reported by the Pew Research Center on Religion and Public Life that in 2010, the number of Muslim population is close to 1.6 billion people and is expected to grow to 2.8 billion by 2050. The Halal industry will increase in tandem with the growth of Muslim population. The market is currently driven by the huge demands not just from the Muslims, but also from the non-Muslims.

Although the Muslim population is globally pervasive, over 80 percent of Muslims are concentrated in the Asia and MENA (Middle East and North Africa region) at 62 percent with over 1 billion Muslims and 20 percent with 340 million Muslims respectively. In particular the MENA region has the highest concentration of Muslims in the world, where over 95 percent of the domestic population is Muslim. In contrast, the Western American and European continents represent approximately only 3 percent of the world Muslim population. Hence, from a population perspective, Asia and the MENA regions are the most attractive Islamic markets, with the highest base and concentration of Muslim consumers.

## 1.2 Project Motivation

Training on Halal is becoming more relevant in today's market mainly because many people are more aware of Halal concept. There are many government, government link and private entities that offer halal related courses through specialization in higher education in halal training industry. Thus, it's created a big potential of innovation halal training and education in virtual learning environment.

## 1.3 Problem Statement

According to statistics provide by JAKIM there are 645,136 SMEs in Malaysia, which 153, 681 of them, require halal certification. In 2016, the number of knowledgeable personnel in sharia compliance, and the halal industry and science recorded is 7,500 halal knowledge personnel.

Meanwhile, the total amount of jobs created by the industry amounted 206,000 on 2014 and increase to 218, 000 on 2015. Our study found that halal certification training activities experienced sluggish progress the following factors contributed by three (3) main parties:

i. Trainer

- Cost: high cost to conduct the courses (venue, accommodation, transportation, materials, trainers' remuneration, subsistence).
- Time: difficulties to match time of educators and venue.
- Courses materials: not interactive nor user friendly.
- Location: limited to local client only.

ii. Trainee

- Costs: high cost to join the courses and required additional expenses for accommodation, transportation, subsistence.

- Time: courses provided are difficult to enrol due to difficulties to schedule time according to training providers' timetable.
- Limited courses available and being offered in the market.
- Teaching and learning system is not interesting, very traditional (rote teaching) and materials are mostly printed and not user friendly. The content of modules, how the trainer deliver the content of the modules.
- Course structure is rigid and not flexible according to need and necessity.
- Current certification system is not competitive and once completed, it is difficult to be applied, practiced and realized. As a result, employer's expectation failed to be fulfilled.

### iii. Employers

Current available certification program is not comprehensive and standardized thus, affect the halal certification process. Due to this, it is very difficult to employ a halal staff who are able to adhere and understand the whole halal standards. Most of the time, It is very frustrating for employers to spend extra cost for training on so called "qualified" hired-halal executive.

#### **1.4 Goals**

The main goals of this project is to facilitate all businesses (product, premise, factories, merchandise and service) in halal sector seeking to find halal training in minima cost, flexible time and interactive learning. More goals for this project is:-

- i. To facilitate individual or organization that wants to get relevant certificates program online without attending a physical training in class.
- ii. To increase human development on all Halal matters such as improve productivity organization worldwide and in Malaysia
- iii. To increase and record the number of qualified certificates in halal training industry

#### **1.5 Objectives**

There is three objective for this project:-

- i. To develop a platform of online learning classified by different training provider
- ii. To develop a platform of online learning that can deliver a content in a video, slides , quiz and assestment.
- iii. To develop a platform of online learning in web-based system viewable in all devices

## 1.6 Project Scope

The scope for this project is :-

- i. This platform of online learning using a English languages
- ii. User can search, checkout and successfully enrol the courses in this system
- iii. This platform of online learning can generate a certificate after user completing enroll a course

## 1.7 Research Significance

This project contributes the training in halal industry sector by using the education technology which is online learning platform. The research significance are:-

- i. Become a marketplace for professional halal certified courses needed to fulfil the demand of human capital.
- ii. Varierty of courses from different training provider provide their halal training in interactive ways.
- iii. By using this platform, training provider can save and time cost in term of their accommodation, transportation, trainer's remuneration, subsistence.
- iv. By using this platform, trainee can cost in term of their accommodation, transportation and have no difficulty to matching time with the training schedule
- v. Trainee are able to choose the training courses based on their preference such as price, training provider, and content.
- vi. This platform are able to bring more client to training provider which is they can gain extra income to market their services.

## **1.8 Outline of the Thesis**

This project consists of five chapters which discussed about the development of Hacademy. These are the brief explanation of each chapter. Chapter 1 clarifies an introduction related to the project which includes the background study, problem statement, research questions, research objectives, and research scope and research significance. This chapter is important to allow the readers to understand what actually the research study is and reasoning behind the work. Next, chapter 2 explain the general overview from reading the previous research done by scholars, and and researches that stated in their journal, book and articles. The purpose of this chapter is to convey the reader what knowledge and ideas have been established before.

Chapter 3 explains about the methodology to completing the research study clearly. This chapter will provide explanation method of development and how the system will works in detail. Next, chapter 4 explain the system design and chapter 5 explain the system development



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