

HALAL ENTREPRENEURSHIP TEST KIT (HETK)

PRODUCT
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DR. NOR HIDAYATUN ABDUL RAZAK
NORMILIA ABD WAHID

ADIBAH HUSSIN
DR. NORHAPIZAH MOHD BURHAN

DR. ASJAD MOHAMAD

ABSTRACT

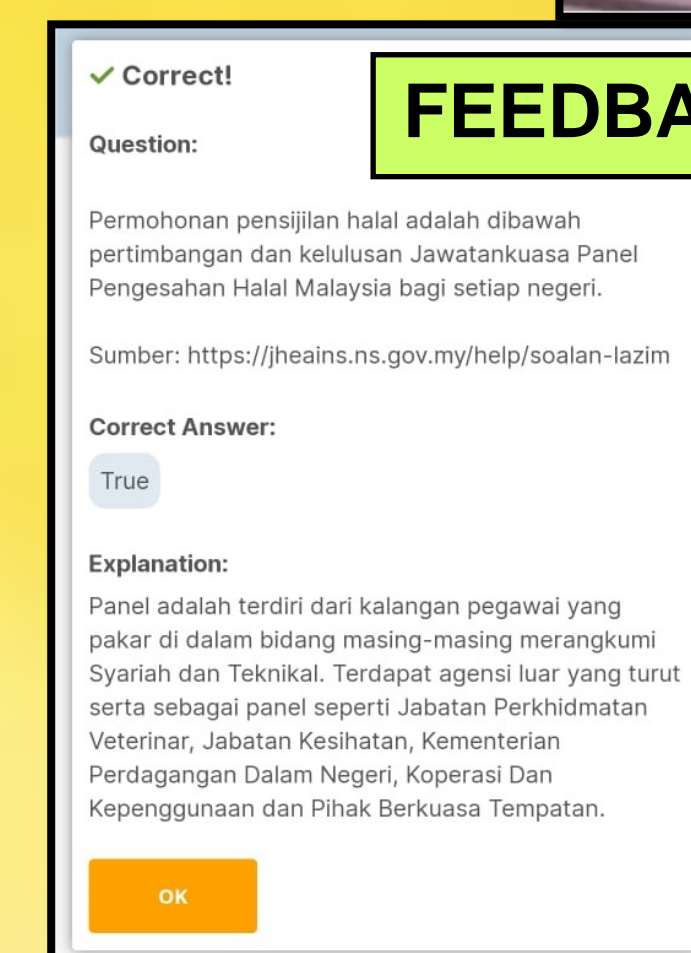
Most Muslim entrepreneurs feel they have a good understanding of halal entrepreneurship because they were born Muslims. Yet, how to measure the understanding if not tested with any tools. The Halal Entrepreneurship Test Kit (HETK) is designed to help entrepreneurs to check on their understanding of halal entrepreneurship. HETK is developed with the aim of providing feedback that relates Quranic verses or hadiths that require halal entrepreneurial activities to be in accordance with shariah rules. A pilot study is conducted to test the usability of HETK involving final year students who currently taking the entrepreneurship course at UiTM Pahang branch. The results showed that 65.9% (89 users) strongly agreed and 32.6% (44 users) agreed that the feedback given in the form of Quran and Hadith is more helpful in understanding halal entrepreneurship. In conclusion, HETK can be used not only as a measuring tool to the understanding of halal entrepreneurship, but also it add value to the information shared with users.

INTRODUCTION

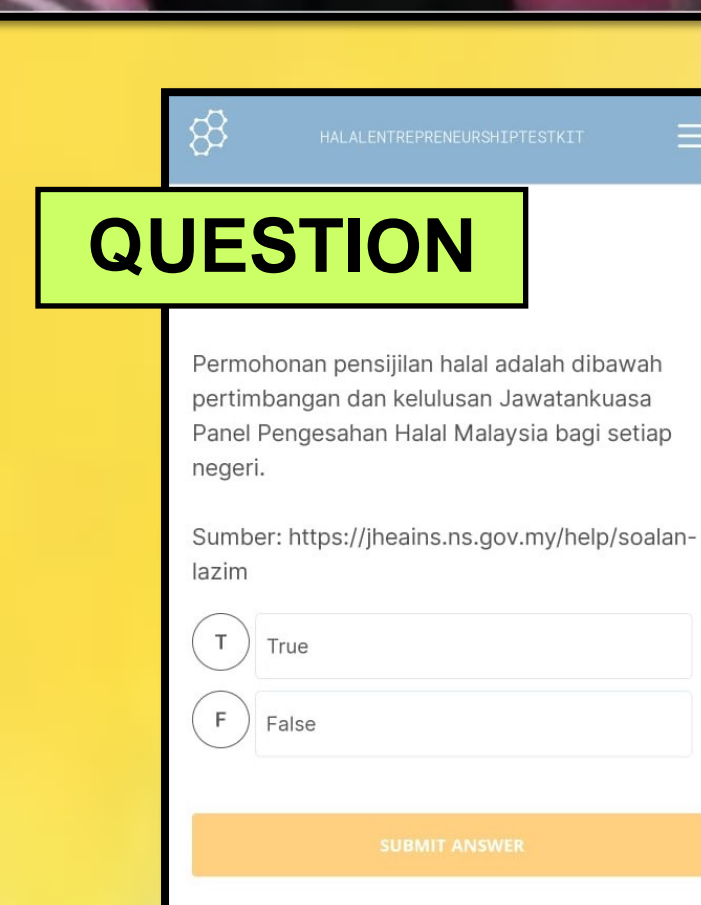
Halal entrepreneurship is synonymous in Islamic countries and the concept is expanding internationally. Various efforts and methods are implemented by various parties such as JAKIM and related agencies in disseminating and sharing information, there are still various issues on the understanding of halal entrepreneurship (Zuhudi & Dolah, 2021). At the university level as well, teaching and learning about halal entrepreneurship has begun to gain attention. However, the teaching and learning is dependent on the teaching syllabus and is limited to certain aspects only. Whereas questions can be more on the halal processes and requirements in the actual industry settings (M Salwani et al., 2021). There is a high demand for reliable halal testing tools needed by Muslims around the world (7FoodPillars, n.d). To add value to the teaching and learning method, the use of technology-based and easy-to-use application can be applied to measures the understanding on halal entrepreneurship. With HETK, halal entrepreneurship understanding can be measured individually as well as the feedback provided concurrently. As the current society are keen on something quick, easy, and informative, which is why self-testing application like HETK is more appreciated.

PRODUCT DESCRIPTION IN BRIEF

The Halal Entrepreneurship Test kit (HETK) provides only 10 questions for the purpose of getting initial feedback from respondents on its usability. Users can click on the QR code to answer the question. Feedback is given regardless of whether the answer is correct or not. The feedback is in the form of a short explanation accompanied by Quranic verses or Hadith narrations as a reinforcement to the understanding of halal entrepreneurship. The questions provided are divided into three levels, easy, medium and high. Score 1 for easy, 2 for medium and 3 for high. Marks will be given after all questions have been answered.



FEEDBACK



QUESTION



HETK QR CODE

SIGNIFICANCES & COMMERCIALIZATION POTENTIAL

The HETK is unique as the understanding of halal in entrepreneurship can be improved through the feedback given. The impact of HETK to the socio environment is the widespread of information on halal entrepreneurship guided with specific reasoning and evidence from trusted resources to the end-users. This HETK has the potential for commercialization as it can be useful to those that interested to involve in business with regulated rules and requirements as provided by Jabatan Agama Islam Malaysia (JAKIM).

NOVELTY/ ORIGINALITY

HETK is an added value to the halal entrepreneurship education where all students from different faculties can self learn on its connection to the Islamic teaching that based on Quran and Hadis.

SHARIAH COMPLIANCES

This HETK provides commonly asked questions or information that halal entrepreneurs need to know in carrying out entrepreneurial activities. Therefore, the questions cover the aspects of shariah requirements in halal entrepreneurship. It is a trust and responsibility mandated to Muslim entrepreneurs to implement.

AWARDS :: PUBLICATION :: PATTERNS

This Halal Entrepreneurship Test Kit (HETK) is still in the trial stage and will be improved for copyright registration requirements..