

HALAL ADS SCREENING 2.0[®]

PRODUCT
ID: 82

Group member

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ABSTRACT

The Halal Ads Screening 2.0[®] (Copyright no: DV2021E04520) is a **screening system** developed for the industrial players and digital advertising creators who are engaged in producing creative digital multimedia advertisements for the products of herbal and traditional medicine (TM) as self-regulatory evaluation system. According to HDC, the production of TM products is an important category in national income based on global market demand in the halal pharmaceutical sectors. The demand for these medications during the pandemic era is proliferated by the rapid growth of internet usage worldwide, awareness of health care and aggressive online marketing by the manufacturers and ads creators. Even with the regulations, the marketing of that medicine might pose some issue of non-shariah-compliant with the aim of causing controversy with unethical and insensitive attractional behavior. To determine the transparency of the advertisement processes, the system thus serves as a self-regulatory evaluation to the manufacturers and advertising firms in the production of herbal and traditional medicine ads to ensure halal ads elements are observed.

OBJECTIVE

- To explain the concept of shariah-compliant advertisement principles & ethical advertisement principles.
- To develop the self-regulatory evaluation system in the traditional medicine advertisement for manufacturers & advertisers

FRAMEWORK

AQIDAH	SHARIAH	AKHLAQ
1) Avoid shirk 2) Increase faith 3) Commanding <i>amal</i> <i>ma'ruf</i> & avoid <i>munkar</i>	1) Avoid <i>darar</i> & risk 2) Preserving <i>maslahah</i> 3) Avoid prohibition in <i>muamalat</i>	1) Mutual consent 2) Preserving the sensitivity 3) <i>Wasatiyyah</i> consumerism

METHODOLOGY

PHASE 1 **PHASE 2**

Logic formula
using atlas.ti
version 8

screening ads
evaluate result
provide conclusion

PRODUCT PICTURE



PRODUCT DESCRIPTION

The four main themes are signifying the element of halal ads which are 1) image & visual, 2) sound & language, 3) messages & information, and 4) responsibility in accessing the selected traditional medicine (TM) Ads. Setting on this background, this screening system used **logical deductive method** in the computer-assisted qualitative data analysis software (CAQDAS) *Altas.ti version 8* whereby the system will screen, evaluate, and provide the result of halal element of the ads.

COMMERCIALIZATION

MANUFACTURER & ADVERTISERS	BASIC	Premium
a self-regulatory evaluation system which concerned to whom do not have shariah expertise in determining halal and shariah-compliant advertisement	<ul style="list-style-type: none"> Trial features First month free For 5 screening only Low speed of the system 	<ul style="list-style-type: none"> For all features Unlimited usage of screening system Only for 1 month High speed of the system
	FREE	RM 80

SHARIAH COMPLIANCE

- This halal ads screening system helps to protect consumer right (*maslahah*) & avoid *mafsadah*
- This system act as self-regulatory to facilitate the business & advertiser who do not have shariah expertise in the company in order to adhere to shariah.

"LEADING INNOVATION"

SIGNIFICANCE

Muslim advertisers need a self-regulatory system to identify and classified the elements in Shariah Compliant in ads principles & differentiate the basic of ethical ads principles. This system will reduce the risk involved in shariah non-compliant marketing & advertising activities. Based on the study of N Jaapar *et.al* (2021), the potential of the traditional medicine (TM) products is an important category in national income and will enhance the global market demand in the halal pharmaceutical in Malaysia.

NOVELTY

- The Power Features of Halal Ads Screening
- Integrated
- Quick Auto filtered
- Responsive
- User-friendly
- Multi Devices & Multi Browser
- Flexible
- Data authentication
- Visual presentation

AWARD

Halal Ads Screening (Silver Award) IIDEX 2020

PUBLICATIONS

- WOS-N Jaapar, MFM Yusof, MD Mohd, SFS Abdullah - Exploring the Application of Islamic Legal Maxims in Advertising Practices of manufacturers, Environment-Behaviour Proceedings Journal, 2021
- WOS -N Jaapar, MFM Yusof, SFS Abdullah, AHA Halim, An Analysis of the principles of Sustainable Income Based on Kitab al-Kasb, Environment-Behaviour Proceedings Journal, 2021
- SCOPUS- N Jaapar, MFM Yusof, SFS Abdullah, AHA Halim, Islamic Advertising Revisited, Implications of Islamic Principles in Advertising, EBES 2021.

PATTERN & COLLABORATION

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Collaborations:

JAKIM,-MCMC,-LPF – NPRA –KPDNHEP –AKAR DIGITAL SDN. BHD. –ACADEMICIAN- MARKETING EXPERTS

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