

A STUDY ON FACTORS OF FAKE NEWS SPREADING ON THE HALAL STATUS OF FOOD PRODUCTS IN MALAYSIA

Shofiyyah Moidin

Academy of Contemporary Islamic Studies (ACIS),
Universiti Teknologi MARA (UiTM), 40450 Selangor, Malaysia

Nur Auni Syafiqah Ismail

Academy of Contemporary Islamic Studies (ACIS),
Universiti Teknologi MARA (UiTM), 40450 Selangor, Malaysia

Muhammad Syukri Mohd Ashmir Wong

Academy of Contemporary Islamic Studies (ACIS),
Universiti Teknologi MARA (UiTM), 40450 Selangor, Malaysia

Nur Hafizah Harun

Academy of Contemporary Islamic Studies (ACIS),
Universiti Teknologi MARA (UiTM), 40450 Selangor, Malaysia

Norazlina Mamat

Academy of Contemporary Islamic Studies (ACIS),
Universiti Teknologi MARA (UiTM), 40450 Selangor, Malaysia

Corresponding Author's Email: shofiyyah@uitm.edu.my

Article history:

Received : 23 August 2021

Accepted : 18 November 2021

Published : 28 December 2021

ABSTRAK

Isu penyebaran berita palsu di Malaysia semakin serius dan tidak dilupakan ia juga berlaku terhadap produk makanan halal. Maklumat berita palsu tentang produk makanan halal biasanya tersebar di platform sosial seperti Facebook, Twitter, WhatsApp, dan lain-lain kerana ciri perkongsian yang mudah dan ia sentiasa dikemas kini. Justeru, kajian ini bertujuan untuk mengenal pasti faktor penyebaran berita palsu terhadap status halal produk makanan di Malaysia. Kajian ini menggunakan kaedah kualitatif menggunakan temu bual separa berstruktur yang melibatkan dua (2) orang informan dari Bahagian Komunikasi dan Korporat, JAKIM. Data yang dikumpul dianalisis melalui analisis tematik menggunakan NVivo 10 untuk mengelaskannya ke dalam nod. Dapatan daripada kajian ini mendapati faktor penyebaran berita palsu mengenai produk makanan halal di Malaysia berlaku disebabkan oleh sikap gopoh, sentimen kaum dan agama, tingkah laku pencari perhatian, persaingan perniagaan yang sengit, kurang kesedaran halal, mudah terpengaruh serta tiada akses kepada

mendapatkan maklumat atau berita. Justeru kajian ini mampu mengetengahkan isu penyebaran berita palsu dalam industri makanan halal.

Kata Kunci: Berita Palsu, Faktor, Halal, Makanan, JAKIM

A STUDY ON FACTORS OF FAKE NEWS SPREADING ON THE HALAL STATUS OF FOOD PRODUCTS IN MALAYSIA

ABSTRACT

Fake news spreading issues in Malaysia are getting serious and worse and not to be forgotten it also happens toward halal food products. Fake news information about halal food products is usually spread on social platforms like Facebook, Twitter, WhatsApp, etc due to easy sharing features and it is constantly updated. Hence, this study aims to identify the factors of fake news spreading on the halal status of food products in Malaysia. The study employed a qualitative method using semi-structured interviews involving two (2) informants from the Section of Communication and Corporate, JAKIM. The gathered data were analysed via thematic analysis using NVivo 10 to classify them into nodes. Findings from this study found that the factors of fake news dissemination on halal food products in Malaysia occur due to haste attitude, racial and religious sentiment, attention seeker behavior, fierce business competition, lack of halal awareness, easily influenced as well as no access to get information or news. Hence this study is able to highlight the issue of fake news spreading in the halal food industry.

Keywords: Fake News, Factors, Halal, Food, JAKIM

INTRODUCTION

Halal is an Islamic dietary law for Muslims and every Muslim is compulsory to consumed Halal foods only (Gagni, n.d.). Halal is derived from an Arabic term that means permitted, allowed, acceptable, and permissible (Khan & Haleem, 2016). According to the Trade Description Order 2011 Section 28, halal can be defined as any food that is either manufactured, sold, or to be consumed per Shariah rulings (Law of Malaysia, 2011). On the other hand, according to the Food and Agriculture Organisation (FAO), halal food can be defined as food that is permitted under the Islamic Law and it must comply with the following conditions such as the food does not consist of or contain anything which is considered to be unlawful according to the Islamic law and has not been prepared, processed, transported or stored using any appliance or facility that was not free from anything unlawful according to the Islamic law (Foods and Agriculture Organisation of the United Nations, 2001). In Malaysia, it is voluntary to become a halal certificate holder, the applicant shall comply with all requirements that Manual Prosedur Persijilan Halal Malaysia (MPPHM 2020)

has set. However, it is recommended to apply for Halal certification especially for food products as it will give a guarantee to the Muslim consumers that the food product is halal and can be consumed. As Muslims are compulsory to consume halal foods only, some irresponsible people spread fake news on the halal status of food products in Malaysia.

Fake news according to the Cambridge Dictionary can be defined as false stories that appear to be news, spread on the internet, or using other media, usually created to influence political views or as a joke (Cambridge Dictionary, n.d.). In Malaysia, during 2018 there were more than half of 1500 cases of fake news reported by Malaysian Communications and Multimedia Commissions (MCMC) (Azura Abas, 2018). One of the issues is about the halal status of a food product as a Muslim is the majority in Malaysia and Muslim people are required and compulsory to consume halal foods only. The fake news regarding halal foods will make the situation become chaotic.

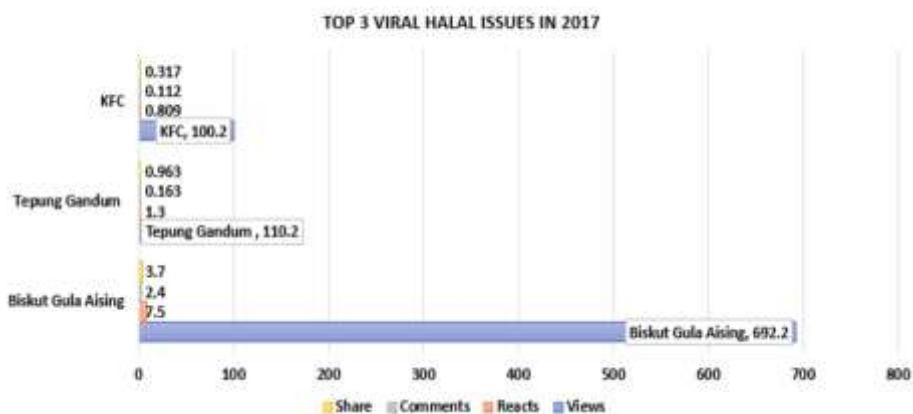


Figure 1: Top 3 Viral Halal Issues in 2017

For instance, Biskut Gula Aising, wheat flour, and KFC are halal issues that went viral in 2017 and it was ranked as top 3 among other halal issues that occurred in that year. The statistic above is about the response of Muslim society to JAKIM's clarification statement on the Top 3 viral halal issue that happened in 2017 and was released by the unit media, Section of Communication and Corporate, JAKIM . From the number of views on each issue, it shows that people are interested to know about the truth of fake news about halal food products because there is much fake news spreading on the internet that confuses them.

According to Khurana (2019), fake news or inaccurate information escalated on social media like fire, and to use these social media, it must be connected to the internet (Khurana, Kumar, & Kumar, 2019). Without an internet connection, social media cannot be used. According to the Malaysian Communications and Multimedia Commission (MCMC), 88.6 % of homes have

an internet connection. Moreover, a survey has been conducted by the Malaysian Communication and Multimedia Commissions (MCMC) and it shows that about 68.1% of Malaysians access the internet at the go services, meanwhile 56.4% of Malaysian get the internet connection at the workplace followed by community centers for 56.4% (Malaysian Communication and Multimedia Commission, 2018). From this, it shows that easy access to the internet results in fake news spreading in Malaysia.

Besides, there were 5123 internet fraudulent cases including fake news reported in 2018. On the other hand, there were 2977 internet fraudulent cases reported from January 2019 to April 2019 only (Official Portal of Ministry of Communications and Multimedia Malaysia, 2019). Fake news is one of the internet's fraudulent activities. This shows that there were some increases. Thus, due to the increasing numbers of fake news in Malaysia, the study on factors of fake news spreading on Halal food products in Malaysia is conducted.

LITERATURE REVIEW

Fake news is the news term that existed around the end of the 19-century. So, there is no specific definition of fake news anywhere. Fake news usually refers to describing a political story that can damage someone's reputation (Merriam-Webster Dictionary, n.d.). According to David O. Klein and Joshua R. Weuller the lawyers, fake news can be defined as the online publication of intentionally or knowingly false statements of fact (Gelfert, 2020). Meanwhile, Plathow opined that fake news is a story that was invented entirely from thin air to mislead and entertain intentionally (Gelfert, 2020). On the other hand, Collin Dictionary opined that the concept of "fake news" started being used on US television to describe "false, often sensational, information disseminated under the guise of news reporting" (Goyanes, 2018).

Fake news is completely made up, manipulated to resemble credible journalism, and attract maximum attention (National Literacy Trust, 2018). Also, the promotion and propagation of news articles through social media can define fake news (Gu, Kropotov, & Yarochkin, 2017). From these definitions, fake news is a piece of incorrect information that is being spread on the newspaper, brochure, internet and so on.

Factors Of Fake News Spreading

Fake news can make a country in an uproar situation as it may provoke people especially in Malaysia, a multiracial country. If fake news is not being handled carefully, it may lead to provocation and hatred among races in Malaysia (Mohamed, 2018). Whether it is about halal products or anything, fake news really can trigger provocation.

Based on the previous research, these are the factors of fake news spreading:

i) Desire to get viral on the internet

According to M.Ravii Marwan (2017), some people spread fake news to get viral on the internet and social media. As it is a way to gain attention from internet users, the website admin purposely gives incorrect content to get the attention of the public (Goyanes, 2018). On top of that, some people always rely on the number of retweets or shares as a proxy for credibility, even though there are many reasons to be doubtful of those numbers (Lu, 2019). Some website admin still spread the fake news even though they know that the news is incorrect and fake because fake news is sensational and if people read the news, it might make them famous and viral.

ii) Lack of reading

Lack of reading can make the tendency level of spreading fake news high as they are not sure either the news or information is correct or incorrect. They will think that the news is from the right source (M. Ravii Marwan & Ahyad, 2017). Moreover, lack of reading can make somebody become not alert with their surroundings hence lead to the spreading of fake news. Most people lose interest in reading because they are addicted to the internet. The Internet should be used as a medium to seek knowledge (Farris Shahiran, Chairel Azezee Halim, Haiqal Haziq, 2019). Besides, lack of interest in reading leads to low critical thinking hence it makes people who do not read cannot distinguish between real news and fake news (Yudha Manggala P Putra, 2018). The government should urge society to read a lot and the reading sources must be from the right sources.

iii) Mental health issue

According to Erwin Khairul Ahmad from the Department of Information Services Malaysia, the spreading of fake news could happen because the spreader might have a mental health issue and according to him too, some people spread fake news because they just doing it for fun and can gain profit from it (Erwin Khairul Ahmad, n.d.). Furthermore, mental health is not a thing that can be ignored as the issue of mental health has been rising lately. Some people with mental health issues want to create their reality or happiness by spreading fake news (Sue Binks, 2019). On top of that, research has been conducted on students from Universiti Malaysia Terengganu about cyberbullying. From research, students that were bullied tend to spread fake news because the students are mentally hurt. By spreading fake news somehow makes the bullied victim attain their satisfaction and happiness (Noh & Ibrahim, 2014).

iv) Being Paid for Spreading Fake News

Some people are being paid for spreading the fake news as the action is to bring the other party to fall. For instance, in Southeast Asia during Election Day, specifically in Indonesia, some parties used buzzers or paid people to spread fake

news regarding the opposite party with the intention to bring the people (opposite party) down. It can be seen after the winning announcement of Joko Jokowi Widodo after the election day, the fake news spreading was uncontrollable and the supporters of the opposite party did a demonstration on the streets that caused deaths in Jakarta (Jalli, 2019). According to Trend Micro, the IT security company in its research paper, there is some fake news creator that offers the service of spreading the fake news to manipulate the public (Gu et al., 2017). Moreover, the service of fake news distribution is commonly used in some countries. Fake news creators offer this kind of service to gain profit. Furthermore, fake news creators are also known as paid writers. Some people willingly become paid writers to get easy money as well as to disrupt society (BERNAMA, 2019). For instance, in the United States during the presidential election of 2016, there was fake news spreading about the political issue reported and some of the individuals can get revenues for about 10,000 to 30,000 USD per month for publishing fake news or hoaxes (Braun & Eklund, 2019).

v) Addiction to the Internet

Addicted to the internet is one of the factors of fake news spreading because the individual who has an addiction to the internet may face syndrome such as being easily influenced by anything on the internet, like wasting time and prefer to socialise on social media rather than in real life. When this happens, psychologically it will make them believe anything stated on the internet hence leading to the action of spreading fake news (Federation of Malaysian Consumers Association, 2019). In Indonesia, the case of fake news is arising as well. As Indonesian society does have the characteristic of "like to tell stories" to others so this trait also carries over when they communicate using social media. It often happens that users of social media share information that they get without checking the truth and somehow it gets viral and trusted by the public because other social media users also re-share the information without verifying it (Juliswara, 2017). This happens because of addiction to the internet.

METHODOLOGY

In this study, a qualitative method (Kothari, 2004) is used to find out the factors of fake news spreading on the halal status of food products. To obtain rich information or experience about the issue willingly, an in-depth face-to-face interview (Rubin and Rubin, 2011; DiCicco-Bloom) was conducted with officers from JAKIM through purposive sampling technique. The sampling frame of this study consists of JAKIM officers from the Section of communication and corporate (refer to Table 1) under the department of Halal hub that is expert about fake news as they are directly involved with the management of fake news every time fake news about the halal status of products arise. Through interviews, substantial data can be obtained in exploring the perceptions and experiences (Forman & Damschroder, 2007) of these institutions to find out factors of fake news spreading on halal food products in Malaysia. The interviews were held

from 7th February until 28th May by the researchers themselves and were held in two ways. The first interview was held face to face with the officer and the second interview was run via video conference through zoom platform as Malaysia is under Movement Control Order (MCO) due to pandemic COVID-19. Through the second participant's interview with the JAKIM officers, the data collection indicated a similar pattern and thus, data gathering had reached the saturation point (Merriam, 2009). The interview process lasted 60 to 90 minutes and was guided by the following interview protocol:

Table 1: Interview Questions

No	Questions
1	What is fake news and why do people create it?
2	What are the factors of fake news spreading, especially the halal status of a food product?
3	Why are some people likely to believe a piece of fake news?
4	Have you heard about a paid writer that writes fake news to get profit? What is your opinion on it?
5	Is it that lack of reading can be one of the factors of fake news spreading, especially the halal status of a food product?
6	What personal experiences could influence Muslim consumers to believe fake news on the halal status of food products in Malaysia?

The interview questions were validated by expertise in the field who the academicians in Halal Management are. In acquiring a rigorous and meaningful inference, the data from the two interviews were analysed by the NVivo 10 software program using narrative analysis (Polkinghorne, 1995). This method gathers and analyses information from each interview according to the research objectives. Then, the analysis will be classified into nodes to answer the research objective (Lieblich, TuvalMashiach, & Zilber, 1998). The profiles of participants are presented in Table 2.

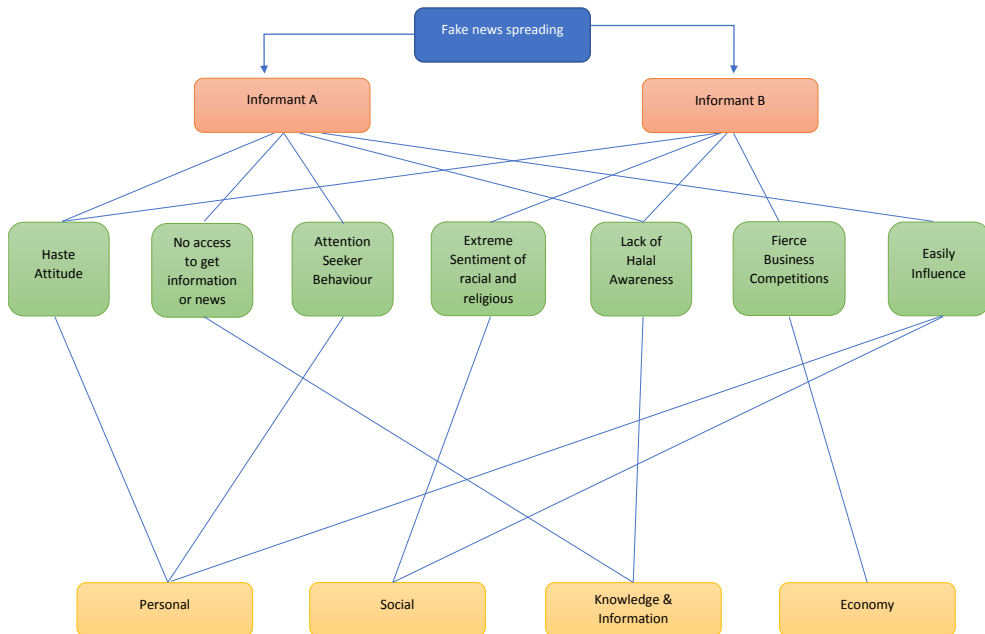
Table 2: Profile of Participants

No	Informant	Position
1	A	The officer of Islamic affairs, Section of Communication and Corporate, Department of Halal Management, JAKIM
2	B	The assistant director of unit media, the section of corporate and communication under the Department of Halal Management, JAKIM

FINDINGS AND DISCUSSION

The interviews conducted explored the factors of fake news spreading on halal status of food products in Malaysia which is examine thoroughly and analysed by thematic analysis and narrative analysis shown in the figure 1 below:

Figure 1: Factors of fake news spreading on halal status of food products in Malaysia



Source: Author (2021)

There are seven (7) factors: (1)haste attitude (2) attention seeker behaviours (3) lack of halal awareness (4) easily influenced (5) limited or no access to get news or information (6) extreme sentiment of racial and religion and (7) fierce business competition. All the factors are categorized into 4 themes of attributes: Personal, Knowledge and Information, Social, and Economy. The findings from the interview session with informants as stated in Table 3 below:

Table 3: Finding Interview Session

No	Factors	Findings
1	Haste Attitude	<i>"I think fake news spreading happens probably because of a haste attitude by some people and easily made a judgement. They judge things without checking the news first". (Informant A)</i>

"It is probably because of a haste attitude. They are eager to spread the news to others because they think that the news is important and should be shared". (Informant B)

2	Attention Seeker Behaviour	<i>"I think this happens because some people do love attention. It is not related to mental illness at all. They just love to receive attention from people. Moreover, some people will share the news they receive on social media without checking the status of the news first. They love it when they receive a lot of likes and followers on social media. when they spread the information or news although it is not true. That is why JAKIM will not release the news or information that may cause an uproar among the society". (Informant A)</i>
3	Lack of Halal Awareness	<p><i>"On top of that, a lack of awareness about Halal among society can cause the spreading of fake news. This is because some people confuse between not Halal and no Halal certification. They think that if the product has no Halal certification means it is not Halal and cannot be consumed. In Islam, between Halal and Haram, there is syubhah in the middle. So, if people do not have the confidence to consume the product because it has no Halal certificate, then do not eat it because it became syubhah". (Informant A)</i></p> <p><i>"Lack of Halal awareness also can be the factor of fake news spreading on Halal food products in Malaysia. This is because when people don't have enough awareness of Halal, they tend to share the news regardless of the status of the news itself. Some people even don't know and get confused between non- Halal products and products without Halal certificates. For example, there is so much fake news about the Halal status of raw chicken that sells at the big mart like Giant, Tesco, EconSave, and so on. They said that the raw chickens sold at those marts are not Halal and the Halal certificate is fake. But the truth is the raw chicken products sold there are Halal and Halal certified by JAKIM". (Informant B)</i></p>
4	Easily Influenced	<i>"As I said before, some people are so easily influenced by others. Even though the news seems like a hoax, they just do not care about the quality of news and they are likely to follow the majority". (Informant A)</i>
5	Fierce Business Competition	<i>"Some people like to make stories to spice things up. That is why the spreading of fake news sometimes is caused by the fierce competition between entrepreneurs. They want people</i>

to buy their products, so they make a hoax about the products that are produced by other entrepreneurs". (Informant B)

- | | | |
|---|---|---|
| 6 | Extreme Sentiment of Racial and Religious | <i>"the fake news started to viral in Malaysia that is caused by Buy Muslim First (BMF) Product first... For instance, the Halal product that went viral under the name of BMF such as bihun noodles by Bihun Masjid. This brand always goes viral because of BMF. But the truth is... Bihun Masjid is owned by the Malay, but the factory is owned by the Chinese. This is because the Bihun Masjid is a product produced by the OEM factory". (Informant B)</i> |
| 7 | No Access to Get Information or News | <i>"In my opinion, there is a possibility that some people like people who live in rural areas... like people who just learn and create social media. Then, they see news or information about Halal products that they have never seen before and spread it to others. Hrm, for them, maybe it is the first time they see the news but for some people with Halal awareness, they already know about this issue". (Informant A)</i> |
-

a) Haste Attitude

Both informants said that haste attitude is one of the factors of fake news spreading on the halal status of food products in Malaysia. Informant A said that some people easily make judgement and hastily spread fake news. On the other hand, informant B said that some people spread the news they received hastily without checking the truth of the news first because they think that maybe the news is correct. According to Amiruddin, a chief executive officer of Cyber Security Malaysia, some people in Malaysia prefer to trust news on social media rather than genuine news sites resulting in trusting the fake news. Even though news on social media is clearly uncertain (The Star, 2019).

According to Cyber Security Malaysia (CSM), there are 63% of Malaysians that could not distinguish fake news from real news. Furthermore, some of them prefer to refer to risky sources such as social media. As they cannot distinguish real news and hoaxes, they just simply accept the news without checking the news' validity and share the news with people (BERNAMA, 2019). It can be concluded that a haste attitude really can cause the spreading of fake news. People who are easily making a judgement usually have a hasty attitude. That is why sometimes they do not even know that they spread incorrect news to the public. This is because they make their judgement that the news they receive is correct.

b) Attention Seeker Behaviour

The informant A said that some people just love attention. So, they might share the fake news on their social media to get likes and gain followers. Because when they share sensational news especially about the halal status of food products, people will give more attention to the news. The attention they received from the public is their motive.

Some people spread fake news because of the attention and title “Hero Viral” that they desire. According to Dr. Zalmizzy Hussein, based on the research conducted during pandemic Covid-19, there is 87.9% of fake news spread by people and it is proved that individuals that have the habit of “breaking news syndrome” are serious and worrying (Hussin, 2020). To sum up, people who spread fake news because of attention mostly have a habit of “breaking news syndrome”, which they want to be the first one who spreads the news and it is one of the factors of fake news spreading in Malaysia.

c) Lack of Halal Awareness

All Muslims should be aware of halal because they are compulsory to consume halal foods only. If they do not have the awareness of halal, it is the same as neglecting their responsibility as Muslims. Both informants stated that lack of halal awareness among society could lead to fake news spreading on the halal status of food products in Malaysia. Moreover, due to a lack of halal awareness, some people confuse between non-halal products with products without halal certificates. According to the JAKIM statement released in 2017, not being a Malaysian Halal certificate holder does not mean the product is not Halal (Bahagian Hab Halal JAKIM, 2017).

It can be concluded that lack of halal awareness among society could be the factor of fake news spreading on the halal status of food products in Malaysia but according to previous research, halal awareness is high among youth both Muslim and Non-Muslim.

d) Easily Influenced

Besides, from the interview with the informants from JAKIM, people that are easy to be influenced could be the factor of fake news spreading on the halal status of food products in Malaysia and because some people just easy to be influenced, it makes them believe the news they receive without even checking the status of news.

According to experts, the reason some people are easily influenced to trust fake news is because of simple repetition. The more someone listens to an idea, the more likely someone is to believe the idea as the right thing (Nancy, 2019). To sum up, people that are easily influenced are one of the factors of fake news spreading in Malaysia.

e) Fierce Business Competition

On top of that, informant B stated that fierce competition among entrepreneurs can be the factor of fake news spreading. As the business competition is too fierce may cause some people to use a dirty trick to gain more customers. Fierce business competition among business people really could make them use fake news to aggravate their business competitors. According to the Malaysian Cyber Consumer Association, business competition is one of the factors of fake news spreading in Malaysia (Malaysia Cyber Consumer Association, 2019).

f) Extreme Sentiment of Racial and Religious

According to informant B, fake news spreading on halal food products could occur due to racial and religious sentiment created by irresponsible people that hate peace. As religion and racial is a very sensitive topic in Malaysia, some people just play that dirty trick to satisfy themselves. This sentiment could trigger the anger of certain communities, but they just do it, nevertheless. According to Tommy Thomas, the former Attorney General of Malaysia, the spreading of fake news on the internet caused by racial and religious sentiment can endanger the harmony of the plural society in Malaysia (Media Baharu, 2020). Moreover, Muslim consumers will get anxious and doubtful about the halal status of the food products.

For example, the campaign of “Buy Muslim First” has triggered an uncomfortable situation for the other race and religions. One of the cases is related to the staple food product “Bihun” which uses confusing names and ownership from different races and religions. The owner of the Bihun Masjid brand is a Malay Muslim. As there are some OEM factories owned by non-Muslim, some Muslim consumers feel not confident with the “Halal status” of the product even though the OEM factory is a halal certificate holder. It can be concluded that racial and religious sentiment really can cause loss and the product might get boycott by Muslim consumers due to the fake news spreading on halal food products.

g) Limited or No Access to Get Information or News

The informant A was asked, “why the spreading of fake news on halal food products in Malaysia still happens despite the JAKIM’s statement on their official website or page?”.

From the statement above, it can be understood that people who live in rural areas might be the ones who spread the fake news about halal food products in Malaysia because they do not know that the news has been clarified by the JAKIM and the news is fake. It happens probably because of no access to know the current issues. So, when they finally have access to and use social media, they see the “fake news” roaring on the internet. These people will likely believe the news because it is the first time for them to hear about it. According to Musa, some people lack information about halal because they cannot read and do not

know how to use technology. Moreover, their children might not share the information they receive on the internet with their parents which results in a lack of the latest information and current issues about halal (Musa, n.d.).

Contrary to the previous research that has been conducted, the factors of fake news spreading on the halal status of food products according to JAKIM's officers do not happen because of paid writers. The paid writers that create fake news only happen to other matters such as politics and so on.

CONCLUSION

To sum up, the main objectives of this study are to identify the factors of fake news spreading on the halal status of food products in Malaysia such as haste attitude, easily influence, fierce business competition, lack of halal awareness, the extreme sentiment of racial and religious, attention seeker behaviour as well as no access to get information or news. Besides, the factors of fake news spreading on halal food products in Malaysia are contrary to the previous research on fake news that has been conducted before. Based on previous research, the factors of fake news spreading are the website admin wanting to get viral on the internet, lack of reading, mental health issues, being paid for spreading fake news, and also an addiction to the internet.

Many problems arise every time the fake news on halal food products goes viral on the internet. It causes an uproar among the Muslim society in Malaysia. So, future researcher should do research on how to solve the problem of fake news not only on halal products but also on anything because any fake news will cause disputes in society. This will give a positive impact on all parties. Moreover, future researchers also can make a study on fake news spreading on halal food products from the perspective of society.

REFERENCES

- Azura Abas, I. S. I. (2018, April). Ninety nine percent of fake news originate from Malaysia. News Straits Times. Retrieved from <https://www.nst.com.my/news/nation/2018/04/358858/ninety-nine-percent-fake-news-originate-malaysia>
- Bahagian Hab Halal JAKIM. (2017). Bingkisan Mingguan. Retrieved 12 July 2020, from <https://www.facebook.com/HabHalalJakim/photos/a.742651382560804/745218865637389/?type=3&theater>
- BERNAMA. (2019). Paid writers spreading fake news can disrupt society. The News Straits Time. Retrieved from <https://www.nst.com.my/news/nation/2019/09/519539/paid-writers-spreading-fake-news-can-disrupt-society-says-dpm>
- Braun, J. A., & Eklund, J. L. (2019). Fake News, Real Money: Ad Tech Platforms, Profit-Driven Hoaxes, and the Business of Journalism. *Digital Journalism*, 7(1), 1–21. <https://doi.org/10.1080/21670811.2018.1556314>

- Brown, H. D. (2007). *Principles of Language Learning and Teaching*. Pearson Education International, USA.
- Cambridge Dictionary. (n.d.). fake news. Retrieved 11 March 2020, from <https://dictionary.cambridge.org/dictionary/english/fake-news>
- DiCicco-Bloom, B., & Crabtree, B. F. (2006). The qualitative research interview. *Medical education*, 4 (4): 314-321.
- Erwin Khairul Ahmad. (n.d.). *Penyebaran Maklumat palsu di Media Sosial dan Bagaimana Mengenalpasti dan Mengatasinya*. Kuala Lumpur.
- Farris Shahiran, Chairel Azezee Halim, Haiqal Haziq, I. H. S. & J. M. A. (2019). *Faktor Yang Menyumbang dan cara Mengatasi Penyebaran Berita Palsu*. Universiti Tun Hussin Onn Malaysia.
- Federation of Malaysian Consumers Association. (2019). *Ketagihan internet punca penularan berita palsu*. Retrieved 14 March 2020, from <http://www.fomca.org.my/v1/index.php/fomca-di-pentas-media/518-ketagihan-internet-punca-penularan-berita-palsu>
- Foods and Agriculture Organisation of the United Nations. (2001). *GENERAL GUIDELINES FOR USE OF THE TERM "HALAL"* Codex Alimentarius - Food Labelling - Complete Texts - Revised 2001. Food and Agriculture Organization of the United Nations World Health Organization. Rome, Italy: Food and Agriculture Organization of the United Nations World Health Organization. Retrieved from www.fao.org/3/Y2770E/y2770e08.htm
- Forman, J., & Damschroder, L. (2007). *Qualitative Content Analysis. Empirical methods for bioethics: A primer*, 11: 39-62.
- Gelfert, A. (2020). *Fake News : A Definition*. *Erudit*, 38(1), 84–117. <https://doi.org/10.22329/il.v38i1.5068>
- Goyanes, M. (2018). *The Sociology of Fake News : Factors Affecting the Probability of Sharing Communications Media @ LSE Working Paper Series* Editors : Bart Cammaerts , Nick Anstead and Richard Stupart *The Sociology of Fake News Factors affecting the probability of sharing p*.
- Gu, L., Kropotov, V., & Yarochkin, F. (2017). *The fake news machine: How propagandists abuse the Internet and manipulate the public*. Trend Micro. Retrieved from https://documents.trendmicro.com/assets/white_papers/wp-fake-news-machine-how-propagandists-abuse-the-internet.pdf
- Hussin, Z. (2020, May). *Tak perlu jadi hero viral*. *Harian Metro*. Retrieved from <https://www.hmetro.com.my/rencana/2020/05/574327/tak-perlu-jadi-hero-viral>
- Jalli, N. (2019, June). *Memerangi disinformasi dan berita palsu*. *Berita Harian*. Retrieved from <https://www.bharian.com.my/kolumnis/2019/06/575761/memerangi-disinformasi-dan-berita-palsu>
- Juliswara, V. (2017). *Mengembangkan Model Literasi Media yang Berkebhinnekaan dalam Menganalisis Informasi Berita Palsu (Hoax) di Media Sosial*. *Jurnal Pemikiran Sosiologi*, 4(2), 142. <https://doi.org/10.22146/jps.v4i2.28586>

- Khan, M. I., & Haleem, A. (2016). Understanding “ Halal ” and “ Halal Certification & Accreditation System ” - A Brief Review. *Saudi Journal of Business and Management Studies*, 1(1), 32–42.
- Khurana, P., Kumar, D., & Kumar, S. (2019). Research of fake news spreading through whatsapp. *International Journal of Innovative Technology and Exploring Engineering*, 8(6 Special Issue 4), 948–951. <https://doi.org/10.35940/ijitee.F1193.0486S419>
- Kothari, C. R. (2004). *Research methodology: Methods and techniques*. New Age International, New Delhi, India.
- Lieblich, A., Tuval-Mashiach, R., & Zilber, T. (1998). *Narrative research: Reading, analysis, and interpretation*, 47, SAGE, London, New Delhi.
- M. Ravii Marwan & Ahyad. (2017). Analisa Penyebaran Berita Hoax Di Indonesia. *Jurnal*, 16. Retrieved from [file:///C:/Users/USER~1/LAB/AppData/Local/Temp/ANALISIS PENYEBARAN BERITA HOAX DI INDONESIA.pdf](file:///C:/Users/USER~1/LAB/AppData/Local/Temp/ANALISIS%20PENYEBARAN%20BERITA%20HOAX%20DI%20INDONESIA.pdf)
- Malaysia Cyber Consumer Association. (2019). BERITA PALSU / FITNAH APA PENYELESAIANNYA? Retrieved 12 July 2020, from <https://www.facebook.com/penggunasiber/videos/berita-palsu-fitnah-apa-penyelesaiannya/403250657210020/>
- Malaysian Communication and Multimedia Commission. (2018). Internet users survey 2018: Statistical brief number twenty-three. Internet users survey 2018. Retrieved from <https://www.mcmc.gov.my/skmmgovmy/media/General/pdf/Internet-Users- Survey-2018.pdf>
- Media Baharu. (2020). Penyebar pembohongan perlu disiasat dan dituduh, kebebasan bersuara tidak bermaksud boleh menyebarkan berita palsu - Peguam Negara. *Seksyen Media Baharu BES (RTM)*. Retrieved from <https://berita.rtm.gov.my/index.php/nasional/15124-penyebar-pembohongan-perlu-disiasat-dan-dituduh-kebebasan-bersuara-tidak-bermaksud-boleh-menyebarkan-berita-palsu-peguam-negara>
- Merriam Webster Dictionary. (n.d.). What is Fake News. Retrieved 14 April 2020, from <https://www.merriam-webster.com/words-at-play/the-real-story-of-fake-news>
- Mohamed, D. (2018). Berita palsu dan penyelesaian undang-undang. *Berita Harian*. Retrieved from <https://www.bharian.com.my/kolumnis/2018/12/503996/berita-palsu-dan-penyelesaian-undang-undang>
- Musa, N. A. (n.d.). A STUDY ON MUSLIM CONSUMERS’ AWARENESS ON JAKIM HALAL LOGO. Universiti Malaysia Pahang. Retrieved from <http://umpir.ump.edu.my/id/eprint/8747/1/cd8445.pdf>
- Nancy, Y. (2019). 3 Alasan Kenapa Orang Mudah Tertipu Hoaks dan Berita Bohong. Retrieved 12 July 2020, from <https://tirto.id/3-alasan-kenapa-orang-mudah-tertipu-hoaks-dan-berita-bohong-ejku>
- National Literacy Trust. (2018). Fake news and critical literacy: The final report of the Commission on Fake News and the Teaching of Critical Literacy in Schools. National Literacy Trust. Retrieved from

- https://literacytrust.org.uk/documents/1722/Fake_news_and_critical_literacy_-_final_report.pdf
- Noh, C. H. C., & Ibrahim, M. Y. (2014). Kajian Penerokaan Buli Siber Dalam Kalangan Pelajar UMT. *Procedia - Social and Behavioral Sciences*. Terengganu. <https://doi.org/10.1016/j.sbspro.2014.04.255>
- Official Portal of Ministry of Communications and Multimedia Malaysia. (2019). No Title. Retrieved 4 April 2020, from https://www.kkmm.gov.my/index.php?option=com_content&view=article&id=15083:bernama-17-mei-2019-berita-tidak-benar-terus-belenggu-rakyat-malaysia&catid=118&lang=en&Itemid=589
- Rubin, H. J., & Rubin, I. S. (2011). *Qualitative Interviewing: The Art of Hearing Data*, SAGE, Los Angeles, London, New Delhi, Singapore, Washington.
- Sue Binks. (2019). Critical Thinking in the age of Fake News – how can it support our mental health. Retrieved 16 April 2020, from <https://www.roffeypark.com/uncategorized/critical-thinking-in-the-age-of-fake-news-how-can-it-support-our-mental-health/>
- The Star. (2019). CSM: Malaysians ignore journalism, prefer social media, and are falling victim to fraud, fake news. Retrieved 11 July 2020, from <https://www.thestar.com.my/news/nation/2019/05/17/csm-malaysians-ignore-journalism-prefer-social-media-and-are-falling-victim>
- Yudha Manggala P Putra. (2018). Minat Baca Rendah Sebabkan Suburnya Hoaks. Retrieved 15 April 2020, from <https://www.republika.co.id/berita/gaya-hidup/trend/18/08/20/pdrhvy284-minat-baca-rendah-sebabkan-suburnya-hoaks>