HALAL VOCATION GAME: THE NEW EDUTAINMENT FOR A CAREER PATHWAY IN HALAL FIELD

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ABSTRACT

Halal industry ecosystem is a network of components involved in the growth cycle and delivery of Halal products or services that contribute to the overall socio-economic development. Each component in the ecosystem has its own unique activities that are interrelated to enhance the sustainability of the Halal industry. In Halal Industry Master Plan 2030, halal talent is one of the important components in supporting the development of a comprehensive Halal ecosystem in the future through the alignment of the occupational framework. However, it is generally considered that halal talent represents halal executives and halal auditors who are specific to Muslims only (Malaysian Halal Certification Procedure Manual, 2020). However, many are unaware that there are many job opportunities and career pathways that are closely linked to the halal ecosystem, such as laboratory analysts, auditors for laboratory accreditation who conduct sample analysis, standardization committees and consultants who are open to individuals regardless of religious background. Therefore, Institute of Fatwa and Halal took the initiative to design a digital gamification, "Halal Vocation Game", which is an edutainment game in order to promote closely related careers in the halal ecosystem as well as empower halal consumerism knowledge suitable for students and the community.

Keywords: Halal Industry, Halal Vocation Game, Edutainment, Career Pathways

1.   INTRODUCTION

Halal market is no longer limited to the food sector; it has expanded to include cosmetics and pharmaceuticals, toiletries and medical devices, as well as service sector components such as logistics, marketing, print and electronic media, packaging, branding, and financing, among others. The concept 'halal' is also associated with the concept 'Thoyyiban,' which means good.

As a servant, spiritual and emotional care is based on the guidance created by Allah SWT that contains all the ways for fortifying a human being's soul and spirit from any divergence1, including the consumption and application of only halal things (Abdul-Mokti et al., 2022). Thus, halal refers to anything that is permissible in Islam and beneficial to humans.

The incorporation of ethical values alongside religious values broadens the halal industry's boundaries beyond the 2.8 billion Muslim consumers to include non-Muslim consumers around the world. Non-Muslim consumers accept it as a lifestyle choice because of the values promoted by the halal industry, such as animal welfare, social responsibility, environmental friendliness, earth stewardship, economic and social justice, and ethical investment (Rahim, 2022).

The expanding Muslim population causes the Halal food business to grow at a rapid pace and be highly in demand. Muslims are around 1.7 billion people, accounting for roughly 23% of the world's population, and this figure is expected to rise to 2.2 billion people, or 29.4%, by 2030 (DinarStandard, 2023). As well as the growing tendency in non-Muslims' attitudes and intentions to consume Halal food products, the demand for this industry has increased since then.

With the growing worldwide population, the need for Halal products, which include foods, services, and other items, will continue to rise. The need for and importance of Halal products and services has also grown. The Halal industry is a new growth sector in Malaysia's manufacturing sector and the world's fastest growing global business (Abdul-Rahim et al., 2022).

In addition to meeting the needs of the world's 1.8 billion Muslims for Halal food, it is also attracting non-Muslims due to the cleanliness, purity, and high quality of Halal products (Azam & Abdullah, 2020). Halal items will be crucial not just for Muslims but also for non-Muslims, not only for economic growth and development but also for hygiene or thoyyiban, which are the healthy and goodness elements promoted by Islam.

2. HALAL CAREER FIELD

Jobs in the halal field are very broad and have many job opportunities. However, the lack of information related to employment in the halal field has discouraged individuals from entering employment in the halal field (Deuraseh & Heradhyaksa, 2020).

Regardless of age, race or religion, career paths in the halal field are still not fully known. Since the field of Halal is very broad and can be adapted by all levels of society regardless of age, race, and religion, the job opportunities for this field of Halal are also very wide. The public does not know that jobs in the field of halal are not only focused on the Muslim community (Harun et al., 2021). For example, jobs as a halal auditor and laboratory analyst can be applied for by individuals who have a religion other than Islam.

According to some findings, Halal talents in Malaysia are currently facing some issues and challenges. Halal talents are still relatively new in the Malaysian industry, as the Halal industry only recently began. In Malaysia, there is a lack of clear halal talent development due to poor career path development, a lack of training provided for participants in various fields of halal knowledge, and a poor salary structure. Because of a lack of knowledge and qualifications, most top management prefer to outsource their needs rather than promote from within because it takes time and money to develop talent (Norhayati et al., 2020).

Table 1 shows the list of jobs offered related to the halal career field in Malaysia. It shows that there are many jobs offered to meet the demand for the increasing halal industry in Malaysia. However, with no information and education on Halal career pathways transferred to the community in any area, the people would not know that there is a career pathway that can be applied to them, thus reducing the unemployment problem.

Table 1. List of Job Offered Related to Halal Career Field.

Occupation	Company	Salary (RM)	Platform
Assistant Manager, Strategies and Policies (R&D)	Halal Development Corporation Berhad	2000	MNC Jobs Malaysia
Quality Control cum Halal Executive	Fabulous Food Industry Sdn. Bhd.	2500	GrabJobs
Quality Compliance Executive Cum Halal Executive	Cocoaland Industry Sdn. Bhd.	Non-disclosed	MNC Jobs Malaysia
QC Cum Halal Executive	Marks Food Solutions Sdn Bhd	Non-disclosed	MAUKERJA

Internship (halal Management)	Meida Foodstuffs Supplies PLT	Non-disclosed	MNC Jobs Malaysia
QA cum Halal Executive	Gemilang Edible Oil & Fats Holdings Sdn Bhd	Non-disclosed	Joblum Malaysia
QA & Halal Executive	HAVI Logistics (M) Sdn Bhd	Non-disclosed	Joblum Malaysia
Junior Halal Executive (technical)	Gae Resources Sdn Bhd	Non-disclosed	MNC Jobs Malaysia
Halal compliance officer	Kin Sang Food Industries Sdn Bhd	Non-disclosed	Joblum Malaysia
Halal Clerk	Chang Jiang International Sdn Bhd	1500 – 1800	MNC Jobs Malaysia
QA Executive / Halal Executive	Ryufu Food Technology (M) Sdn. Bhd.	2000 – 2500	Jobs Fidanto
Halal & QA Executive	Sinar Azam Usahaniaga Sdn Bhd	2500 – 2999	MNC Jobs Malaysia
Halal Executive Consultant	Inno Good Sdn Bhd	2500 – 3000	MNC Jobs Malaysia
Halal Executive	Royale Signature Hotel	2500 - 2800	MNC Jobs Malaysia
Halal Executive	Freecap Resource Sdn Bhd	2500	MNC Jobs Malaysia
Halal Executive	Tiau Yoke Food Sdn. Bhd.	2500	Jobstreet
QA cum Halal Executive	Gemilang Edible Oil & Fats Holdings Sdn Bhd	2500 - 2800	Jobstreet
Food Halal Executive	T & T Inspection and Engineering Sdn Bhd	Non-disclosed	Jobstreet
QA & Halal Executive	A&W (Malaysia) Sdn Bhd	Non-disclosed	Jobstreet
Penyelia Halal	Toast Delight Sdn Bhd	Non-disclosed	indeed.com
Halal And Haccp Executive	Chrisna Jenio Sdn Bhd @ Auntie Anne's	2500 - 2800	indeed.com
Executive - QA/Halal	QL Maxincome Sdn. Bhd.	2500 - 2800	indeed.com
Executive, Halal	Avenue Ambience Sdn Bhd	Non-disclosed	indeed.com
Halal and QA cum R&D Executive	Sheng Unite Holding Sdn Bhd	2000	indeed.com
Halal Executive	Oriental Food Industries Sdn Bhd	Non-disclosed	indeed.com

Halal Officer	FFM Further Processing Sdn Bhd	Non-disclosed	indeed.com
HALAL cum Hygiene Executive	Premiera Hotel	2500 – 2800	indeed.com
Halal Bakery Stall assistant	Ah Tas Bakery	Non-disclosed	maukerja.my
Halal Admin & Inventory Executive	CWP Food manufacturing Sdn Bhd	2000	maukerja.my
Executive – Quality Assurance / Halal	QL Maxincome Sdn Bhd (FAMILYMART)	3000 – 3500	indeed.com
Halal Testing Provider	Halvec Laboratories Sdn. Bhd.	Non-disclosed	Linkedin
Food Testing in Halal & Haram (lab Analyst)	Multicoating Trading Sdn Bhd	Non-disclosed	Linkedin
Halal Coordinator & Foods Laboratory Assistant Manager	Unilever	Non-disclosed	Linkedin
Halal Syariah Auditor – Shinjuku, Japan	Edaran Komachi Sdn. Bhd	6400 - 8000	indeed.com
Halal Technical Auditor – Shinjuku, Japan	Edaran Komachi Sdn. Bhd	6400 - 8000	indeed.com
Safety and Health Assistant for Auditor Halal	Baba Product (M)	Non-disclosed	indeed.com
Halal Food QC Auditor	Ample Prosperity Sdn Bhd	Non-disclosed	indeed.com
Food Safety & Health Officer (Halal Audit)	The Coffee Bean & Tea Leaf (M) Sdn Bhd	Non-disclosed	indeed.com
QA Executive (Document Control & Halal Executive Auditor)	United Malayan Flour (1996) Sdn Bhd	2500 – 2705	indeed.com
Food Auditor	ITS Testing Services (M) Sdn Bhd	3500 – 5000	Jobstreet

Numbers of vacancies related to Halal industries are collected from Jobstreet (2023), Indeed.com (2023), maukerja.com (2023), Linkedin (2023), MNC Jobs Malaysia (2023), Joblum Malaysia (2023), and GrabJobs (2023). The vacancies titles were refined with the keywords of Halal Executives, Halal Auditor and Halal Analyst.

Each of these websites has been recognized for its huge database of job openings in a variety of industries, including the halal sector. Using several platforms ensures a more thorough coverage of available job opportunities,

appealing to a broader spectrum of job seekers interested in a career in the halal industry.

These platforms also have listings for a wide range of employment categories, from entry-level opportunities to senior management positions. This diversity enables you to demonstrate the breadth of job opportunities available in the halal area, catering to people with varied degrees of experience and competence.

Jobstreet, Indeed.com, maukerja.com, LinkedIn, MNC Jobs Malaysia, Joblum Malaysia, and GrabJobs all update their listings on a regular basis, offering real-time information on new employment opportunities as they become available. They are renowned for their global reach, connecting job seekers and employers across borders.

They are not only emphasizing job opportunities in Malaysia's halal employment, but also potential career paths for individuals looking for international opportunities or collaborations in the halal sector. These platforms often have user-friendly interfaces, allowing job seekers to easily search, filter, and apply for suitable job openings.

In terms of timing, a period of months between January 2023 and June 2023 is chosen as a suitable amount of time to observe the expansion of corresponding positions in Halal industries. The data was then sorted using Microsoft Excel based on job descriptions and job specialisation.

According to the data obtained, 70% of vacancies are for Halal Executives, 18% for Halal Auditors, and 12% for Halal Analysts from June 2023 to December 2023 (Figure 1). It has been demonstrated that many companies offered positions relevant to the Halal industry throughout that time, and there are demands on the career paths for that purpose.

Halal Vacancy Offered in June - December 2023
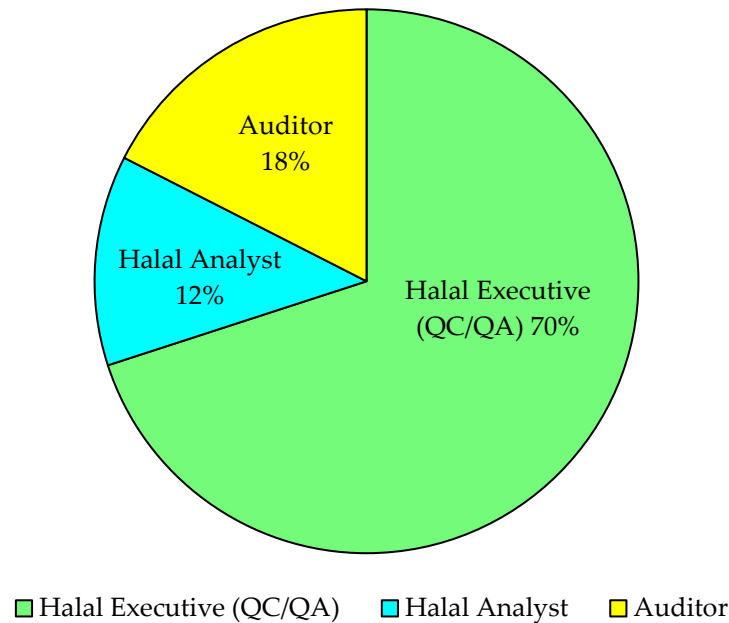
Figure 1. Pie chart on job offered in Halal field from June to December 2023.

The rising number of available positions is due to increased consumer awareness of Halal compliance throughout the years (Affendi et al., 2022). Recently, customers have expressed concern regarding the manufacturing method of halal products rather than merely purchasing products with the halal logo. As a result, in order to preserve and improve the reliability of the halal status assurance, the process of halal product manufacture must adhere to Halal standards (Nadzirah et al., 2020).

The development of the Halal industry is dependent on customers' purchase behavior for halal products as well as their beliefs about the cleanliness and safety of halal products (Sahari et al., 2022). The assets of Halal talent might assist the country in maintaining the integrity of Halal compliance and certification.

3. EDUTAINMENT: NEW TOOL FOR DEVELOPMENT IN MALAYSIA'S EDUCATIONAL PEDAGOGY AND CAREER MANAGEMENT.

Malaysia has certainly formed a new trend for knowledge in the last decade, which has since evolved into a very stable legitimate social phenomenon. Today, numerous international educational and entertainment formats are developing in Malaysia as a result of the formation of demand for knowledge. Edutainment technology is one of these formats. This is a type of

education that is distinct from traditional educational pedagogy (Stapa & Ibarahim, 2020).

The primary goal of edutainment is to diversify the process of acquiring knowledge through entertainment, for example, theory is mixed with educational goals and means, life values, and makes it possible to present experience and entertainment through creation. It is important to note, however, that edutainment is only a small part of the educational process and only serves to diversify learning. Given that one of the notable features of edutainment is the synchronous satisfaction of one's curiosity, it is acceptable to assume that edutainment is widely used in the learning process in general.

Edutainment may captivate students, increasing their engagement in learning activities and, as a result, their knowledge abilities. Edutainment is one way to design, achieve and convey media messages in educating and engaging students in connection to reach educational goals and expanding students' knowledge on educational issues. Technology has consistently been on the cutting edge of human education. As technology spreads over the world, there is a growing desire to incorporate it into education.

Using technology in teaching and learning able to attract students while also improving the efficacy of the students' learning process. The use of technology in teaching has various advantages. For example, expanding access to education so that it may be accessible at any time and from any location, enhancing the efficacy of the teaching and learning process itself (Chilingaryan & Zvereva, 2020).

The notion of edutainment is one of the possibilities that educators may use to adapt education to the demands of today's generation of learners. As a result, edutainment is best executed when educators include this platform into their lessons. Along these lines, learners are prone to the significant characteristics of 21st century learning at such a young age, which is the optimal age for comprehending everything.

Career interests serve as navigational aids. They assist you in determining the career you choose to follow in life. They allow you to be precise about the position you want to get, the work you want to undertake, and the time frame in which you want to achieve your desired or defined position. Therefore, education is the most important factor in teaching individuals the value of having career goals. It outlines what career objectives are and why they are important for personal and professional success.

Different levels of education assist them in understanding and establishing successful career goals in different ways. It is critical to note that the environment of learning institutions is important in cultivating a goal-oriented thinking attitude among students. As a result, it assures that people receive a dynamic environment at all levels of education (Chilingaryan & Zvereva, 2020; Stapa & Ibarahim, 2020).

In Malaysia generally we have three level of education. The first level is primary education. In Primary level, children will be given basic information about common and uncommon professions and careers, and students will be encouraged to pursue their interests. They are regularly asked what they want to be in life or what profession they want to pursue later in life.

The second education level is the secondary level. In Secondary level, by the time the children reach this level, they have developed a sense of identity and self-awareness. As a result, schools and teachers instill time management, problem-solving, and other organisational skills in their students.

The third education level is tertiary level that consist of College/University Education. In general, students get to explore different career options in a particular field. They are allowed to study various courses and develop certainty about their direction and desire for life and prepares an individual for practical life. It also aids in identifying the necessary executive competence required for success. It also assists students in narrowing down the industries or companies in which they want to work or in creating a business plan (Kementerian Pendidikan Malaysia, 2022).

As a result, the curriculum in schools is chosen to encourage students to create a vision for the future. Without a doubt, the comprehensive activities of schools assist students in engaging in role-play activities, which helps them identify their life's passion in narrowing down interests, abilities, and skills in order to evaluate the passion and abilities required for pursuing the career.

3.1   *Edutainment Game*

Edutainment refers to a variety of interactive and engaging activities that aim to educate pupils while also amusing them. Classroom edutainment ranges from board games, digital games and simulations to hands-on experiments and multimedia presentations, and it provides multiple benefits to both students and educators.

Board games have long been known to encourage social interaction, strategic thinking, and cognitive growth. Board games in the classroom are not only

amusing, but also extremely successful at reinforcing intellectual concepts across multiple topics.

Digital games, on the other hand, provide a distinct combination of interactivity, immersion, and engagement that captures students' attention and inspires them to learn. Educational games, simulations, and interactive activities offered on digital platforms enable students to investigate complicated subjects in a dynamic and participatory manner (Parola, 2024).

One of the primary benefits of digital games as educational tools is their potential to foster critical thinking and problem-solving abilities. Whether it's designing methods to outwit opponents or troubleshooting problems in a computer simulation, students are continuously engaged in analytical thinking and decision-making (Chandra, 2019).

Furthermore, games frequently encourage students to think strategically, plan ahead, and anticipate consequences, all of which are necessary abilities for success in both academic and real-life circumstances.

In the digital age, educational gaming has developed as an effective tool for engaging students and giving hands-on experiences in a variety of areas. Among the various types of instructional games available, those meant to familiarize students with different careers are particularly important (Behnamnia, 2020).

These career games are precisely designed to imitate real-world occupations, providing students with realistic experiences that teach them about the skills, responsibilities, and problems that come with different career pathways. Professional games, by combining entertainment and information, help students explore their interests, build professional ready skills, and make educated decisions about their future paths (Argyropoulou et al., 2020).

The "SimCity" series, created by Maxis, is a notable example of career games. In these games, players take on the role of urban planners, designing and managing their own virtual cities. Through gameplay, students learn about urban planning principles, infrastructure management, and the complexities of city governance (Kuosmanen, 2024).

Similarly, "Emergency Room: Code Red" transports players to the fast-paced setting of a hospital emergency room. Players take on the role of medical professionals, diagnosing patients, delivering remedies, and handling crises. Medical processes, patient care protocols, and teamwork in healthcare settings are all taught through gameplay. This interactive experience offers great insight

into jobs in medical, nursing, emergency medicine, and healthcare administration (Legacy Interactive, 2024).

While "Flight Simulator X" allows players to feel the excitement of operating an aircraft in realistic flight scenarios. While flying, players learn about aviation fundamentals, flight navigation, and aircraft operations. This comprehensive experience gives students with significant insights into jobs in aviation, aerospace engineering, and air traffic control, capturing their interest in working in the field (Burns, 2024).

Other digital career game such as "Zoo Tycoon" users create and operate their own virtual zoos, which include animal care, habitat design, and visitor management. Through gameplay, students learn about wildlife conservation, zookeeping techniques, and zoo management responsibilities. This intensive program gives students great exposure to jobs in zoology, wildlife biology, conservation science, and zoo management (Vikki, 2024).

Last but not least, the "Farming Simulator" series allows users to manage and run their own virtual farms, including crop cultivation, animal management, and agricultural commercial activities. Students learn about agricultural methods, crop management, and agribusiness through interactive gameplay. This interactive experience offers important insight into careers in agriculture, agronomy, agribusiness management, and agricultural engineering (GIANTS Software, 2024).

Therefore, career games are important for introducing students to diverse career pathways and giving them hands-on experience in various professions. These games simulate real-world circumstances and problems, providing significant insights into the skills, responsibilities, and possibilities associated with many vocations. Immersive experiences allow students to explore their interests, build professional ready skills, and make educated decisions about their future paths. As educational gaming evolves, career games will continue to be an important tool for connecting education and real-world experience, allowing students to pursue their passions and achieve their career goals.

4.   HALAL VOCATION GAME

As stated in the Halal Industry Master Plan 2030 (HDC Global, 2022), halal talent is one of the important components in supporting the development of a comprehensive Halal ecosystem in the future through the alignment of the occupational framework.

With the lack of exposure to the halal knowledge and opportunities at early stages, people are unaware that there are many job opportunities as well as a high demand for human capital that are closely linked to the halal ecosystem such as laboratory analysts, auditors for laboratory accreditation who conduct sample analysis, standardization committee and consultants who are open to individuals regardless of religious background.

4.1 *Product Description*

In today's digital age, game production has emerged as a strong tool for both teaching and enjoyment. Using tools such as the Unity game engine (2022), developers can create immersive and compelling experiences that not only entertain but also educate. In terms of raising awareness of Halal careers, Unity provides a solid framework for creating a dynamic and interactive game with a variety of features to engage players and transfer knowledge.

This innovation brings a general concept like other board games that contain instruction cards, quizzes, fines, and rewards. However, there are unique features added that can attract and increase the level of excitement for players such as questions around halal consumer knowledge and careers that allow players to explore their abilities and potential towards cultivating interest in halal-related jobs based on cumulative marks successfully collected. Each details of the game development are explained in Table 2.

Table 2. Details of Game Development.

Game features	Details
Board Game Mechanics	The game is built on traditional board game elements, with players navigating a virtual game board. Movement is regulated by dice rolls, bringing a sense of chance and unpredictability to the gameplay. This method not only provides a recognizable and accessible framework for players, but it also adds a sense of thrill and expectation as they go through the game.
Multiplayer Mode	The game has a multiplayer option where two players can compete or collaborate on their Halal career exploring trip. This mode promotes social interaction, teamwork, and friendly rivalry by having users share experiences and help each other achieve common goals. Furthermore, the multiplayer mode promotes teamwork and communication skills, preparing players for real-life interactions and professional settings.

Quizzes on Halal Career Topics	Quiz encounters are interspersed throughout the game board, prompting players with questions on Halal careers majoring in Halal executives, Halal laboratory analysts and Halal auditor. These tests cover a wide range of topics, such as career paths, industry trends, ethical considerations, and professional development opportunities. By introducing quizzes into the game, players are actively engaged in learning about Halal vocations while also reinforcing their knowledge and grasp of the subject.
Obstacle Challenges	Integral components in game design that add layers of complexity, excitement, and skill-testing opportunities for players. Obstacles, such as avoiding things that can obstruct pathways, escaping surprise attacks, or navigating through dangerous situations, put players' reflexes, decision-making ability, and strategic reasoning to the test.
Score Tracking	A scoring system is used throughout the game to keep track of players' progress and performances. Correct quiz answers, successful obstacle navigation, and completion of game objectives all earn points. The score measures player achievement and offers feedback on their performance, encouraging them to strive for greatness and develop their skills as they play.

4.2 *Game Interfaces*

In educational gaming, the combination of compelling interfaces and meaningful information is the key to engaging and enriching player experiences. Halal Vocation Game, a meticulously designed game, shows this synergy by combining user-friendly interfaces with educational challenges.

Table 3 below goes into Halal Vocation's various interface functions/parts, including the main menu, two-player mode, character selection, game overview, movement mechanics, answer feedback, answer sheet, and obstacles. Through a thorough examination of each user interface element, we discover how Halal Vocation uses intuitive design to promote player involvement, teamwork, and knowledge acquisition.

Table 3. Halal Vocation Game Interfaces.

Game Interfaces	Figures
Main Menu Interface (Figure 2): The Main Menu welcomes players to the world of Halal Vocation, providing a centralized hub for accessing numerous game features and settings. This interface function/part allows players to start a new game, choose game modes, change settings, and access additional content. The Main Menu design, with its straightforward navigation and clear visual indicators, encourages players to embark on their halal vocational adventure easily and conveniently.	 Figure 2: Main menu interface.
2-Player Option Interface (Figure 3): The addition of a 2-player mode in Halal Vocation improves the social aspect of the gaming experience by allowing players to engage in friendly competition or collaborative learning activities. This interface function/part makes multiplayer gameplay easier by giving players clear prompts to choose their preferred mode and encouraging them to join or begin a game session. The 2-player option interface, which seamlessly integrates with the main menu, invites users to connect with friends or family members, boosting communication and teamwork in their pursuit of halal vocational knowledge.	 Figure 3: 2-Player option interface.
Character Selection Interface (Figure 4): The Character Selection window allows users to customize their gaming experience by selecting from four different avatars, each representing a	

different part of the halal vocation. This interface function/part provides players with visually appealing character images and brief explanations of their various features and specialties. The Character Selection interface, with its straightforward controls and appealing images, enables players to identify with their chosen avatar, promoting a sense of identity and immersion in the game world.
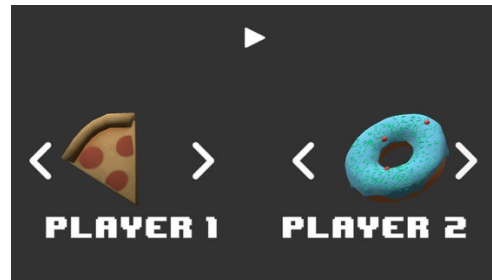

Figure 4: Character selection interface.

Game Overview Interface (Figure 5):

The Game Overview interface provides an instructive introduction to Halal Vocation's objectives and features, allowing players to efficiently navigate the game world. This interface function/part describes the main principles and gameplay features, such as completing vocational quizzes, negotiating obstacles, and moving around the game board. The Game Overview interface, with its simple language and illustrative graphics, sets expectations and prepares players for the obstacles and opportunities that await them on their halal vocational path.
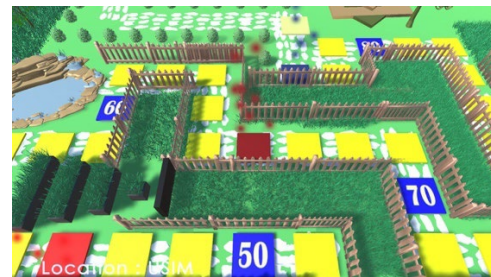

Figure 5: Game overview interface.

Movement Mechanics Interface (Figure 6:

The Movement Mechanics interface adds dynamic and unpredictability to Halal Vocation by simulating character movement based on a numerical dice roll. This interface function/part converts dice results into tangible progress on the game board, directing players through a series of challenges and obstacles. The Movement

Figure 6: Movement mechanic's interface.

Mechanics interface, with its smooth animations and dynamic aspects, offers excitement and strategy to gaming, enabling players to adjust their strategies and decision-making as they traverse the vast vocational landscape.

Answer Feedback Interface (Figure 7 and 8):

The Answer Feedback interface provides immediate reinforcement and guidance to players based on their quiz responses, promoting active learning and comprehension. This interface function/part employs a red color to indicate incorrect answers and a green color to denote correct answers, offering visual cues that aid in understanding and retention. Through instant feedback and corrective prompts, the Answer Feedback interface supports player progress and fosters a sense of accomplishment as players strive to master halal vocational concepts.

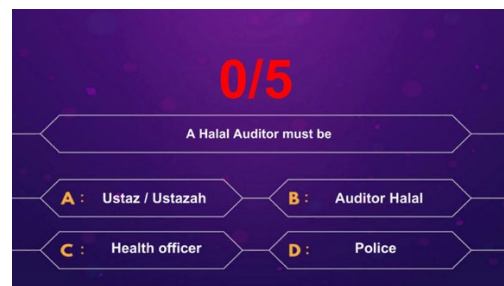Figure 7: Green color mark shows the answer is correct.

Figure 8: Red color mark shows the answer is wrong.

Answer Sheet Interface (Figure 9):

The Answer Sheet interface is a reflecting tool that allows players to check their quiz results and evaluate their comprehension of halal vocational principles. This interface function/part provides players with a detailed summary of their responses, as well as explanations and insights to help with comprehension. The Answer Sheet interface enables players to find areas for growth and reinforce their knowledge as they advance through
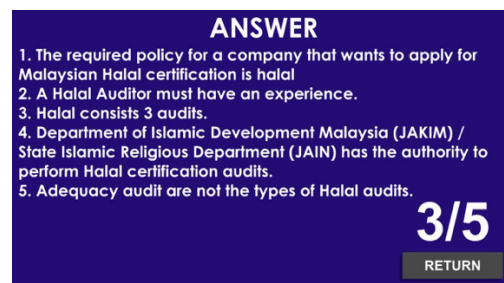

Figure 9: Answer sheet interface.

the game by allowing them to self-assess and reflect.

Obstacles Interface: (Figure 10):

One such obstacle presents players with the challenge of navigating through walls or dodging fireballs to progress further in the game. As players guide their avatars through these perilous obstacles, they must demonstrate agility and quick reflexes to avoid collisions. However, if the game avatar fails to navigate the obstacle successfully and crashes, points will be deducted from their score. Players must approach each obstacle with caution and precision, using their knowledge and skills to overcome challenges and advance towards victory.

Figure 10: Obstacles interface.

Finale Interface: (Figure 11):

All the player accumulated correct answers are showcased, serving as a testament to their mastery of halal vocational principles. Based on their demonstrated knowledge and skills, players are guided to discover which career path—be it a halal auditor, halal analyst, or halal executive—best aligns with their interests and abilities. This significant event not only celebrates their journey of learning and progress, but also enables players to make educated decisions about their future in the field of halal vocation. With renewed clarity and confidence, players emerge from the finale ready to begin on a rewarding and purpose-driven career in the halal industry.

Figure 11: Finale interface.

The development of this game board as a facilitation medium in helping people to know, understand and empower halal knowledge by stimulating curiosity and interest in knowledge and careers in the halal ecosystem. In addition, this gamification can also foster and increase the interest of people to enter the field of study and career in the halal industry, in addition to reducing the perception that halal is only for Muslims (Nurdalila et al., 2022).

5. CONCLUSION

It should be emphasised that when edutainment technology is used, individuals acquire total independence in the learning process and develop a strong interest in the learning process. Furthermore, it encourages learners to pay attention to what they are learning, stimulates their interest in it, and motivates them to engage in the educational process.

Without a doubt, edutainment is an effective medium for obtaining Halal career information, and it is critical to expand people's understanding and awareness of Halal career pathways. It plays an important role in promoting Halal careers to not only young Muslims but also non-Muslims by giving a great deal of knowledge and information about Halal careers that help to raise awareness about Halal career opportunities.

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