**Brand Identity and Halal in Malaysia’s Food Smes: One Tale from Two Model Analyses**

**Author Details:**

Muhammad Nur Fitri Razak

*Department of Communication, Faculty of Modern Languages and Communication Universiti Putra Malaysia*

Rosmiza Bidin

*Department of Communication, Faculty of Modern Languages and Communication Universiti Putra Malaysia*

Bahtiar Mohamad

*Multimedia Technology and Communication, College of Arts and Sciences Universiti Utara Malaysia*

Mohd Nizam Osman

*Department of Communication, Faculty of Modern Languages and Communication Universiti Putra Malaysia*

Mohd Syuhaidi Abu Bakar

*Faculty of Film, Theatre and Animation Universiti Teknologi MARA, Malaysia*

Jen Sern Tham

*Department of Communication, Faculty of Modern Languages and Communication Universiti Putra Malaysia*

Rodziah Atan

*Halal Products Research Institute Universiti Putra Malaysia*

Puji Handayati

*Faculty of Economics Universitas Negeri Malang, Indonesia*

Corresponding author: Rosmiza Bidin

rosmiza@upm.edu.my

**Acknowledgments:**

The team would like to thank the Ministry of Higher Education Malaysia for providing a research grant (FRGS/1/2017/SS01/ UPM/03/1) for this study.

**ABSTRACT**

This study aims to analyse the impact of brand identity in Malaysia’s Halal food SMEs through the integration of two approaches in its methodology which are Structural Equation Modeling (PLS-SEM) and Structural Topic Modeling. This used used two modeling analyses for two different data. The first analysis aims to predict the relationship between Corporate Identity Management between Internal Brand and Employee Brand Support (consequence) mediated by CIM using partial-least squares-structural equation modeling (PLS-SEM). A total of 206 employees from Malaysia’s Halal food SMEs took part the survey. The second analysis to identify topic proportions patterns using topic modeling approach on Halal brand identity Machine learning approach of knowledge mining was applied for this analysis. Metadata of 1,091 articles were mined from Scopus database on Halal studies across all social sciences field. The result revealed that there was a partial relationship Internal Brand (antecedent) and Employee Brand Support (consequence) mediated by CIM. This finding was supported by the identified topic proportions patterns from the topic modeling approach that pointed out a weak topic proportion on the Halal brand identity discussion globally. This study opened up more opportunities for researchers to study the aspects of the halal industry. Most of the studies focus surrounding the halal industry is discussing surrounding the supply-chain management and only a few studies that focus on organizational performance as a whole. The utilization of two different model analyses opens up new methodology in the field through the integration of Machine Learning.

**Keywords:**

Brand Identity, Corporate Identity Management, Food SMEs, Halal, Machine Learning, Structural Equation Modeling, Structural Topic Modeling

**Article Classification:**

Research Article