

# Halalan Toyyiban Concept in Food Truck Business

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## ABSTRACT

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In Malaysia, food trucks are a popular business among Malaysians due to the nature of the business much b he easier, comfortable to the customer and the food served is cheaper compared to the restaurants. In spite of immense attention alongside with the growth revenue towards the food truck business in a span of 5 years, they're also a few unwanted cases arise cause from poorly handling of food throughout the business which is proved that food truck has been associated with almost 70% of disease outbreak (Auad et al., 2018). Although food truck business has expanded years by years, the growth of food truck activities has triggered certain issues and some of the issues might lead to a serious matter. The first and foremost gap is when it comes to the cleanliness of the food served and sold in the mobile premise (Okumus et al., 2019a). The most common questioned is on how the food truck operators prepare their food, the level hygiene of its' utensils, the preparation of mixed ingredients as well as the management waste practice (Donkor et al., 2009). In addition, food truck activities usually can be exposed to a certain degree of unhygienic environment since it has no ability to maintain the quality and freshness of ingredients, the absence of refrigeration system, inadequate of running water, the ability to prevent from contamination and crosscontamination since it has limited space which these of reasons might be the biggest cause to a serious case of foodborne illness (Cortese et al., 2016). These problems might trigger the halalan toyyiban concept adopted in the practices of food truck business.

**Keywords:** halalan, toyyiban, food truck.