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**APPLICATION OF ISLAMIC ADVERTISING AMONG MUSLIM  
ONLINE SELLER**



**MUHAMMAD HAWEZ QARNI BIN AHMAD**

**MASTER OF ISLAMIC BUSINESS STUDIES  
UNIVERSITI UTARA MALAYSIA  
2023**



**Pusat Pengajian Perniagaan Islam**  
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## ABSTRAK

Dalam dunia perniagaan, elemen yang paling utama bagi peniaga adalah pengiklanan dalam memasarkan produk atau perkhidmatan. Namun begitu, timbulnya beberapa isu yang bercanggah dengan Islam dalam pengiklanan yang dilakukan seperti mempunyai unsur penipuan, tidak jujur dan berlebihan dalam membuat kenyataan. Kajian ini bertujuan untuk mengenal pasti sejauhmana pengaplikasian iklan mengikut kaedah Islam dalam kalangan peniaga atas talian. Kajian ini menggunakan kaedah kualitatif dengan mengaplikasi kaedah temu bual secara mendalam bersama responden. Seramai dua belas orang responden yang terlibat dalam kajian ini. Hasil kajian ini mendapati keseluruhan peniaga menggunakan kaedah pengiklanan secara atas talian sepenuhnya dalam mempromosikan produk dan perkhidmatan mereka. Selain itu, peniaga atas talian di dapati mempunyai kefahaman yang baik mengenai pengiklanan mengikut kaedah Islam dan secara keseluruhannya mereka telah mengaplikasikan pengiklanan mengikut kaedah Islam dalam memasarkan produk dan perkhidmatan. Walaubagaimanapun, terdapat juga sebahagian peniaga yang tidak menggunakan pengiklanan mengikut kaedah Islam di atas beberapa faktor. Akhir sekali, mereka berpendapat terdapat pelbagai kebaikan yang diperolehi setelah melaksanakan pengiklanan mengikut kaedah Islam. Oleh itu, diharapkan kajian ini dapat memberi pemahaman yang lebih baik mengenai pengiklanan mengikut kaedah Islam.

Kata Kunci: Pengiklanan mengikut kaedah Islam, Perniagaan Atas Talian, Kualitatif, Kejujuran, Kefahaman Pengiklanan Menurut Islam

## **ABSTRACT**

In the business world, the most important element for sellers is advertising in marketing a product or service. However, some issues contradict Islam in advertising such as having elements of fraud, dishonesty, and overstatement in making statements. This study aimed to identify the extent of the application of Islamic advertisements among online sellers. This study uses a qualitative method by applying in-depth interview methods with informant. A total of twelve informant were involved in this study. The results of this study found that all sellers use the full online advertising method in promoting their products and services. In addition, online sellers have a good understanding of Islamic advertising and overall they have applied Islamic advertising in marketing products and services. However, some sellers do not use Islamic advertising due to several factors. Finally, they think that there are various benefits obtained after implementing advertising according to Islamic methods. Therefore, it is hoped that this study will provide a better understanding of Islamic advertising according to Islamic methods.

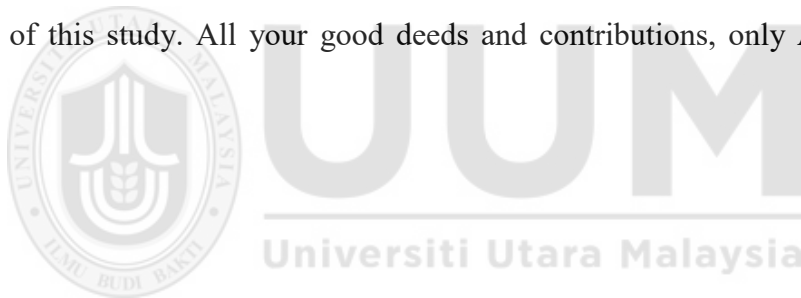
Keywords: Islamic Advertising, Online Business, Qualitative, Honesty, Understanding of Islamic Advertising

## APPRECIATION

Alhamdulillah, with the permission of Allah, the Most Gracious, the Most Merciful, has given me the strength and ability to complete this study within the time frame set by the University. In addition, I would like to thank my supervisor, Dr Siti Hajar Salwa binti Ahmad Musadik for giving me good guidance, advice, and attention throughout the course of this study.

Next thank you also to my mother for all the support, sacrifice and prayers of those who always accompanied me until I completed this study. The siblings and the whole family are also happy to give me advice and motivation when preparing this thesis.

Last but not least, I am also very grateful to my comrades who helped me directly and indirectly in all matters by giving guidance, advice, suggestions, and good ideas from the beginning until the completion of this study. All your good deeds and contributions, only Allah SWT can reciprocate.



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## LIST OF ABBREVIATIONS

|       |                                             |
|-------|---------------------------------------------|
| SSM   | <i>Suruhanjaya Syarikat Malaysia</i>        |
| JAKIM | <i>Jabatan Kemajuan Islam Malaysia</i>      |
| SPRM  | <i>Suruhanjaya Pencegah Rasuah Malaysia</i> |



## CHAPTER 1: INTRODUCTION

### 1.0 Background

In the early stages, the development of advertising began around the middle of the 19th century (Tungate, 2007). Basically advertising is to promote a business and offer services (Green, 2012). In addition, advertisements that are usually made aim to convey information about a product through pictures or text (Hua et. al 2017). Nowadays there are various advertising techniques that have been used. It starts from print media using magazines to using electronic media such as advertising through television, internet (computer) and radio, and even growing rapidly with the use of new social media such as Facebook, Instagram, TikTok and others.

When it comes to conducting business, it is a given that each sellers employs a variety of advertising strategies that are utilized by the concept and originality of the sellers himself to market and launch their sales proceeds to get customers to engage in buying and selling. Examining the many marketing strategies employed by online retailers. Online retailers are forced to continue with new media like advertising on websites and mobile phones as a result of new technologies increasing sophistication (Nooh et al. 2014).

According to Islamic ethical principles, it is forbidden to use unethical advertising strategies by Islamic law and to ignore halal or haram while only concentrating on global profits. Such as using pornographic imagery in advertisements, intense seduction feelings, or models who violate *aurat* norms to win over viewers and boost sales to further business

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## APPENDIX

### Appendix A: Informant Information

| Informant | Types of business  | Age | Gender |
|-----------|--------------------|-----|--------|
| 1         | Health Products    | 25  | Male   |
| 2         | Food               | 25  | Male   |
| 3         | Food               | 24  | Male   |
| 4         | Cosmetic           | 24  | Male   |
| 5         | Supplements        | 24  | Female |
| 6         | Perfume            | 24  | Female |
| 7         | Cosmetic           | 24  | Female |
| 8         | Cosmetic           | 24  | Female |
| 9         | Clothes            | 25  | Female |
| 10        | Telecommunications | 36  | Female |
| 11        | Health & Beauty    | 25  | Female |
| 12        | Food               | 24  | Female |

## ONLINE SELLER INTERVIEW QUESTIONS

### PART A:

#### INDIVIDUAL INFORMATION

- 1- Name
- 2- Gender
- 3- Age

### PART B:

#### BUSINESS INFORMATION

1. How long have you been running an online business?
2. Types of business products?
3. Do you also have a physical store?
4. Which social media do you advertise your business?

#### ADVERTISING METHOD USED BY ONLINE SELLER

1. What advertising methods/means do you use?  
(online, offline, or what?)

#### UNDERSTANDING OF ISLAMIC ADVERTISING

1. Do you understand what excavation is according to the Islamic method?
2. Is there a difference between Islamic excavation and advertising according to conventional methods?

#### APPLICATION OF ISLAMIC ADVERTISING

1. Do you apply Islamic advertising methods when promoting your business online? How do you do?
2. How often do you promote your business within 1 month?
3. Are you considering promoting your business according to the guidelines allowed by Islam?

## BENEFITS OF IMPLEMENTING ISLAMIC ADVERTISING

1. In your opinion, is Islamic advertising effective in promoting business?
2. What benefits do you get after implementing advertising according to Islamic methods?  
(this question will only be asked if the seller is using Islamic advertising methods.)

