

**UNIVERSITI TEKNOLOGI MARA**

**UNDERSTANDING LEVEL ON THE  
CONCEPT OF ISLAMIC MULTI-  
LEVEL MARKETING AMONG  
MALAYS AT KAMPUNG SUNGAI  
CHINCHIN, GOMBAK**

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Academic Writing submitted in partial fulfilment of  
the requirements for the degree of  
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## AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Under Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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## ABSTRACT

Multi-level marketing is one of the business schemes that established in Malaysia. However, there are not much citizen of Malaysia well-known about this business scheme. As the researcher have limited time to ongoing this research, the researcher decide to appoint on the understanding level among community at Kg. Sg. Chinchin, Gombak on Islamic Multi-level marketing concept. As MLM known as profitable business, it is important to encourage Malays to be one of MLM members. The encouragement is due to the percentage of poverty among Malays that have been recorded as a higher race that face this problem. As a result, the researcher decided to proceed this research as an alternative to make the percentage among Malays and other races in Malaysia decrease in a time. Hence, this research was using qualitative method by applying internet research and interview session to get as much data. Various authority website were used and selected informants were questioned during the interview in order to have accurate and reliable data. Yet, Islamic Multi-level marketing is still open for further discussion. This is because so far only JAKIM has issued guidelines to notice that the MLM Company run an Islamic Multi-level marketing business, without government enforcement with more realistic and specific laws regarding Islamic Multi-level marketing. Thus, this issue needs to be addressed with more studies to be carried out so that there will be specific laws regarding Islamic MLM someday.

**Keywords:** Business, Islamic Multi-level marketing, *Jua'lah*

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