

UNIVERSITI TEKNOLOGI MARA

**A LEGAL STUDY OF INTERNET
ADVERTISEMENT: MEDICINE**

**NURUL HAIZAN BINTI SUKAN
MARINA BINTI PILUS**

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of the requirements for the degree of
Master of Enforcement Law

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AUTHOR'S DECLARATION

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

We, hereby, acknowledge that we have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of our study and research.

Name of Student	: Nurul Haizan Binti Sukan
Studet I.D.No.	: 2013287664
Name of Student	: Marina Binti Pilus
Student I.D. No	: 2013652416
Programme	: Master of Enforcement Law
Faculty	: Law
Dissertation Title	: A Legal Study of Internet Advertisement: Medicine
Signature of Student	:..... :.....
Date	: December 2014

ABSTRACT

Medicine online advertisement has raised concern on consumer safety and wellness as the information contained in the advertisements can be misleading and false. Existing laws which govern medicine online advertising seem inadequate and inefficient to encounter the problems, and therefore it has limited the power of enforcement. Whereas medicine's advertising via the internet is on the rise. Therefore, it is important to study whether the existing laws in Malaysia are comprehensive enough to protect consumers from false advertisements relating to medicines. Thus, the research objective is to reform the laws involved in medicinal advertisements. This study has examined the relevant laws and regulations in Malaysia so as to reveal gaps in existing knowledge, which has filled out of the research. The methodology used in this study is qualitative research. The primary resources such as Acts in Malaysia, UK, US and Singapore were analyzed. Secondary resources such as articles and journals were reviewed. Then empirical research was also carried out by conducting interviews with respondents from the Ministry of Health (MOH) and Federation of Malaysian Consumers Associations (FOMCA) as well as surveys from the consumers themselves. The analysis of laws, respondents' interviews and consumer surveys have indicated that the current laws are not comprehensive to control the online advertising of medicine which resulted in the lack of enforcement power. The research findings confirm that there are lacunas in the existing law governing the medicine's internet advertising. Therefore, we recommend a law reform.

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