

**UNIVERSITI TEKNOLOGI MARA**

**OBSERVATION ON ADVERTISING  
COSMETIC AND SUPPLEMENTARY  
PRODUCTS : FROM PERSPECTIVE  
OF QAWAID FIQHIYAH**

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Academic Writing submitted in partial fulfillment of  
the requirement for the degree of  
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## AUTHOR'S DECLARATION

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

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## ABSTRACT

Advertising is an essential element of promoting a product within a business. This is because the advertisers may introduce brand products provided by them to the public. In that way they can also influence a person's thinking and indirectly attract more people to get and consume their product. However, there have been many issues in advertising where advertisers do not adhere to established guidelines especially advertising of cosmetic and supplement products. The method used was based on the qualitative methods that consist of library research, observation, and data analysis. Therefore, this study will focus more on advertising itself and provide guidelines for Islamic advertising as additional information. Then take the existence cases of advertising cosmetic and supplement products in Malaysia to study from the perspective of *Qawaid Fiqhiyah* as a result of this research.

**Keywords:** Advertising, Islamic Advertising Guidelines, Cosmetic and Supplement product, *Qawaid Fiqhiyah*

## TABLE OF CONTENTS

	<b>Pages</b>
<b>AUTHOR'S DECLARATION</b>	i
<b>ABSTRACT</b>	ii-iii
<b>ACKNOWLEDGEMENT</b>	iv
<b>TABLE OF CONTENTS</b>	v-viii
<b>LIST OF FIGURES</b>	ix
<b>CHAPTER ONE: INTRODUCTION</b>	
1.1 Introduction	1
1.2 Research Background	1
1.3 Problem Statement	5
1.4 Research Questions	7
1.5 Research Objective	7
1.6 Literature Review	8
1.7 Scope Of The Research	11
1.8 Research Methodology	11
1.9 Significant Of Study	13
1.10 Conclusion	13
<b>CHAPTER TWO: ADVERTISING</b>	
2.1 Introduction	14
2.2 Concept of Business in Islam	14
2.2.1 Definition of Business	14
2.2.2 Legal Evidence of Business	15
2.2.3 Principle of Business in Islam	16
2.3 Concept of Advertising	16
2.3.1 Definition of Advertising	16
2.3.2 Theory of Advertising (AIDA)	18
2.3.3 Advertising Importance	20

2.4 Function of Advertising	20
2.4.1 Advertise Information	20
2.4.2 Persuasion Ads	21
2.4.3 Ads Reminder	21
2.5 Rules Related on Advertisement in Malaysia	22
2.5.1 The Communication and Multimedia Act 1998	22
2.5.2 Trade Description Act 1972	22
2.5.3 Contracts Act 1950	23
2.5.4 Electronic Commerce Act 2006	23
2.5.5 Medicines (Advertisement and Sale) Act 1956	24
2.5.6 Penal code	24
2.5.7 Indecent Advertisement Act 1953	25
2.5.8 Food Act 1983 and The Food Regulations 1985	25
2.6 Conclusion	25

### **CHAPTER THREE: ISLAMIC ADVERTISING GUIDELINES**

3.1 Introduction	26
3.2 Table of Islamic Advertising Guidelines and Legal Evidence	26
3.3 Explanation of Each Guideline	27
3.3.1. Truth	27
3.3.2. Content	28
3.3.3. Comparison	28
3.3.4. Rich	29
3.3.5. Guarantee and warranty	29
3.3.6. Allegation price	30
3.3.7. Testimony	31
3.3.8. Tastes and courtesy	31
3.3.9. Puffery	32
3.3.10. The Social	32
3.3.11. Exploitation of social	33
3.3.12. Keeping the Faith	33
3.3.13. Subliminal Messages	34
3.3.14. Fair	34