

## ABSTRACT

Rusdiana, Nova, 09220029, *Entrepreneur Advertising Ethics Fiqh Perspective Tenets and Law No. 8 of 1999 on Consumer Protection*, Thesis, Department of Sharia Business Law, Sharia Faculty, The State Islamic University Of Maulana Malik Ibrahim Of Malang, Supervisor: Dr. K.H. Dahlan Tamrin, M.Ag.

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Advertising requires elements of the mass media as a medium conveys the message to the targeted audience. Advertising is a means of information in the form of knowing the advantages and disadvantages of a product. In fact, many businesses that sell products do not match with advertised, sell products without the clear information, or even selling a product that is not suitable with consumption.

This thesis discusses the ethics of businesses, to find out how people should act. Basically, ethics affect businesses, especially in terms of personality and behavior. Ethics is theory about the behavior of human actions in the light of good and bad, as far as can be determined by reason. Between business ethics and the sharia law, there is a very close relationship. The research problem How ethical businesses in the field of advertising in a review of jurisprudence muamalah and Law No. 8 of 1999 on Consumer Protection. And what the similarities and differences between fiqh muamalah with consumer protection laws concerning ethics advertising businesses.

This study is normative research. This research is also called study or library research literature. The approach used is normative juridical approach. Type of approach used in this study is the approach to the law and conceptual (conceptual approach). In this research, the data analysis method used is content analysis (Contents Analysis).

Results of this study indicates that ethical businesses in advertising should be guided by the rules in accordance with the jurisprudence muamalah and Consumer Protection Act No. 8 of 1999. The principle of fairness, honesty, equality between both parties is benefit. All forms of transactions with fraud, dishonesty and cheating is forbidden. In muamalah jurisprudence, it is clearly stated that business people should be honest, fair, clear and detailed penginformasikan goods to be sold. In BFL for businesses that commit fraud, dishonesty and warranties as to the condition of the goods or services and without explaining the use of the principal will be subject to criminal sanctions, the administrative sanctions and additional sanctions, depending on the weight and the severity of the offense. And if fiqh muamalah will hit the Hudud punishments of God. There is a close correlation in the jurisprudence muamalah and BFL, which actually has the equal right to maintain comfort, security, and safety in consuming goods or services.