

ABSTRACT

Moh. Khafid Bayaki. 10220113. **The Practice of Advertisement Service in Al-Umm Press in the Perspective of Sharia Economy Law Compilation.**

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The using of advertisement in today's modern business activities is the most important part in marketing strategy, especially in delivering information of a product or service to persuade others by using media such as magazine. This research aims to find out the practice of advertisement service in magazine published by Al-Umm Press, Malang. The Compilation of Sharia Economy Law regulates the rules and legal condition of *muamalah* to avoid loss.

The research problems are: (1) How is the practice of advertisement service in Al-Umm Press? (2) How is the practice of advertisement service in Al-Umm Press according to the compilation of Sharia Economy Law? This research is an empirical law research to understand the purpose of law event or phenomenon. This research uses case approach, while the data analysis is a qualitative descriptive data analysis.

The result of this research shows that businessmen use advertisement service as a marketing media for their products or services. The using of advertisement service for promotion by using Al-Umm Magazine is allowed as long as no statement in Quran or hadith forbid the practice.