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# Development of a Model for Advertising Professionalism from the Maqasid Al-Shari'ah Perspective

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[Mokhtar, Aida](#)<sup>a</sup> ; [Kasirye, Faiswal](#)<sup>a</sup> ; [Md. Sawari, Mohd. Fuad](#)<sup>b</sup> ; [Abd. Rahman @ Jusoh, Amilah Awang](#)<sup>c</sup> ; [Haque, Ahasanul](#)<sup>d</sup>

<sup>a</sup> Department of Communication, AbdulHamid AbuSulayman Kulliyyah of Islamic Revealed Knowledge and Human Sciences, International Islamic University Malaysia, Malaysia

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## Abstract

The study proposes a new Islamic model for advertising agencies that embraces a normative perspective framed by Maqasid Al-Shari'ah. The phenomenological research design was adopted through semi-structured interviews carried out on 25 advertising industry practitioners and academicians well-versed in Maqasid Al-Shariah. The findings reveal that advertising agencies applied various Maqasid Al-Shari'ah principles in their codes of conduct, but they did not adhere to the same set of standards whilst academics recommended that Maqasid Al-Shari'iah elements be embedded in a standardised code of conduct and implemented in an ecosystem that ensures professionalism and sustainability. The study is significant as it examined both advertising agency and academic perspectives giving birth to the Model of the Implementation of the Advertising Codes

## Author keywords

Advertising Agency; Code of conduct; Islamic model; Maqasid Al-Shari'ah; Professionalism

## Corresponding authors

|                      |            |
|----------------------|------------|
| Corresponding author | A. Mokhtar |
|----------------------|------------|

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|             |                                                                                                                                                                           |
|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Affiliation | Department of Communication, AbdulHamid AbuSulayman Kulliyyah of<br>Islamic Revealed Knowledge and Human Sciences, International Islamic<br>University Malaysia, Malaysia |
|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

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|               |                |
|---------------|----------------|
| Email address | aidam@iium.edu |
|---------------|----------------|

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