

MAQASID SYARIAH APPROACH IN BOYCOTTING FRANCHISES: THE CASE OF MCDONALD'S MALAYSIA

Kamaruzaman Noordin¹, Zaharuddin Abdul Rahman², Zalina Zakaria³, Mohd Rizal Muwazir⁴

^{1,4}Department of Syariah and Management, Academy of Islamic Studies, Universiti Malaya, Malaysia
(zamannum.edu.my); (mrmklum.edu.my)

^{2,3}Universiti Malaya Halal Research Centre, Universiti Malaya, Malaysia (zalina_jsu@um.edu.my)

Abstract:

This study examines the issue of economic boycotts in Islam, with a specific focus on the case of McDonald's Malaysia. The research begins with an introduction to the concept and history of boycotts within the Islamic tradition and the role of boycotting as part of economic jihad based on evidence from the Quran and Sunnah. The study also discusses the perspectives of Fiqh al-Waqi' (jurisprudence of current realities) and Maqasid Shariah (objectives of Islamic law) in assessing the legitimacy of boycotting companies associated with Muslim interests, particularly those involving the ownership and operations of multinational franchises such as McDonald's. The Maqasid Shariah approach is used to evaluate aspects of the protection of religion (hifz al-din), wealth (hifz al-mal), and the balance between benefits (maslahah) and harms (mafsadah). A case study of McDonald's Malaysia is conducted to understand the company's ownership structure, the relationship between the franchise and its global operations, and the impact of proposed boycotting actions. The analysis also considers fatwas and scholars' opinions regarding the boycotting of Muslim-owned franchises, as well as the economic and social effects of such boycotts on the local economy, including the impact on more than 21,000 employees and the local supply chain. The study further proposes targeted policies based on Maqasid Shariah principles to help the government and NGOs implement more effective and ethical boycotts while avoiding harm to the Muslim community in Malaysia. The findings of this study suggest a reassessment of boycotting franchises that contribute to the local economy, considering the balance between economic interests and religious values. The practical implications of this research are expected to form the foundation for future studies and support more sustainable policies related to halal issues and the interests of the Muslim community.

KEYWORDS: Maqasid Shariah, Boycott, Franchise and Economy