

ABSTRACT

With today's technological advancements, many businesses operate online, either through the internet (websites) or applications like Google AdSense. AdSense content plays a crucial role in the proliferation of easily accessible sources of income, but it requires potential to operate. The research method used for this study is library research, which is research sourced from various sources, such as books, journals, theses, and websites. It also utilizes tertiary research, which provides exploration of primary and secondary data, such as dictionaries and literature. To strengthen the research, the researcher conducted interviews with representatives of the South Sumatra Regional Police Public Relations Department to support authentic data. After the data has been classified, the author will conclude whether the disbursement of AdSense funds obtained from violent content involving police officers or other content on individual or group channels is in accordance with Sharia Economic Law. Based on the results of the author's research, the author concludes that as a police content creator, they are permitted to create a personal YouTube channel as long as it does not harm the public. They must be able to create appropriate content that does not violate the existing provisions of Google AdSense and YouTube. According to the provisions, it is in accordance with Sharia Economic Law and is in accordance with the established contract. Islamic law permits joining AdSense, after ensuring that the various sites advertised are clean from haram things, such as cigarette ads, alcohol, and so on.

Keywords: AdSense, YouTube Content, Police Officers, Online Business