

## The Use of Midjourney in Design Buying and Selling Business from the Perspective of Ibn Ashur's *Maqāṣid al-Syarī'ah*

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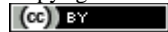
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**Abstract.** This research is motivated by the rapid development of artificial intelligence (AI) technology across various sectors, particularly in design. One widely used AI tool in design is mid-journey. Although AI offers numerous benefits, such as production efficiency and flexibility for non-professional users, its use also raises issues related to design authenticity, third-party utilization, and the potential automation of human roles. Considering the importance of ethical and legal aspects in AI usage, this study aims to examine the role of AI in online design services from the perspective of *maqāṣid al-Syarī'ah*, according to Ibn Ashur. This research employs a qualitative approach, precisely a library research method with a phenomenological approach and descriptive analysis techniques, to understand and explain the role of AI within the *maqāṣid al-Syarī'ah* framework. The findings reveal that mid-journey, as an AI design platform, supports design efficiency and enhances designers' creativity through text-based automation features. However, its application in commercial design poses copyright challenges, primarily when AI entirely generates designs. From a *maqāṣid al-Syarī'ah* perspective, AI in design services aligns with the principle of wealth circulation (*al-Rawāj*) and ownership clarity when using exclusive services. Collaborative use of AI that maintains the active role of designers is deemed more equitable and consistent with *maqāṣid al-Syarī'ah*, while excessive dependency may reduce originality.

**Keywords:** Artificial Intelligence, Midjourney, *Maqāṣid al-Syarī'ah*, Ibnu Ashur, Design.

## 1 Introduction

In today's digital world, technology, and information are developing incredibly and becoming an integral part of our daily lives. Among these new developments, artificial intelligence (AI) is making a big impact, influencing areas like design and online shopping. Tools like Midjourney let users create designs just by describing them in text, which makes them really efficient and easy to use, even for people without a professional design background.

However, there are some big questions around design authenticity, such as whether we're relying too much on AI and the role of humans in creative work. It's really important to think about the ethics of AI, especially in the context of *maqāṣid al-Syarī'ah* principles. Ibn Ashur's framework is all about striking a balance between what's good for individuals and what's good for society. It's about values like justice, honesty, and transparency in ownership.

This research fills some gaps in the literature by examining how *maqāṣid al-Syarī'ah* principles can guide the ethical use of AI, particularly Midjourney, in design. By focusing on concepts like *al-Rawāj* (fair wealth distribution) and ownership clarity, this study proposes a fresh perspective on how AI impacts the evolving landscape of digital design commerce.

## 2 Literature Review

### 2.1 The Concept of *Maqāṣid al-Syarī'ah* Al Khāṣṣah Ibnu Ashur in Commerce

The Concept of *maqāṣid al-Syarī'ah* Al Khāṣṣah Ibnu Ashur in Commerce Ibnu Ashur, a highly respected scholar from Tunisia, made some really significant contributions to Islamic thought. He was born in 1879 in Mousha, Tunisia, and came from a long line of scholars, tracing his ancestry back to Uthman bin Affan, a companion of the Prophet Muhammad.<sup>1</sup> He was educated at the Zaytuna institution, where he excelled in disciplines such as Maliki jurisprudence, Arabic, and mathematics. He eventually became a rec-tor in 1932. His academic journey also took him to become a Maliki mufti, which shows how much he was involved in Islamic scholarship.<sup>2</sup>

<sup>1</sup> Julian Maharani, "Pemikiran Ibnu Asyur Tentang Maqāṣid Syarīah Dalam Ekonomi Kontemporer," *Jurnal Ilmiah Ekonomi Islam* 8, no. 3 (2022): 2495–2500, <https://doi.org/10.29040/jiei.v8i3.5708>; Ahmad Rizky Annafi, "Makna Tasbih Dan Istighfar Dalam Q.S an-Nasr Menurut Ibnu Asyur," *Tashdiq: Jurnal Kajian Agama Dan Dakwah* 2, no. 2 (2024): 92–108, <https://doi.org/https://doi.org/10.4236/tashdiq.v2i2.2295>; Husni Fauzan and Dzulkifli Hadi Imawan, "Pemikiran Maqāṣid Syarīah Al-Tahir Ibn Asyur," *Al-Mawarid Jurnal Syarīah Dan Hukum (JSYH)* 5, no. 1 (2023): 101–14, <https://doi.org/10.20885/mawarid.vol5.iss1.art7>; Bektikikita Setiya Ningsih, "Comparison of Al-Syatibi and Thahir Ibn Asyria's Thoughts on Maqāṣid Shari'ah," *JURNAL ILMIAH MIZANI: Wacana Hukum, Ekonomi, Dan Keagamaan* 8, no. 1 (2024): 11–22, <https://doi.org/10.29300/mzn.v8i1.4685>.

<sup>2</sup> Sururi Maudhunati and Muhajirin Muhajirin, "Gagasan Maqāṣid Syari'ah Menurut Muhammad Thahir Bin Al-'Asyur Serta Impelementasinya Dalam Ekonomi Syari'Ah," *Jurnal Hukum Ekonomi Syarīah* 6, no. 02 (2022): 195–209, <https://doi.org/10.26618/j->

Ibn Ashur is known for his work on *maqāṣid al-Syarī'ah*, which he redefined as an independent discipline that integrates legal rulings with broader societal welfare.<sup>3</sup> He was driven by a desire to revive Islam's legacy and combat sectarianism.<sup>4</sup> To achieve this, he introduced principles such as *al-Fiṭrah* (natural disposition), *al-Samāḥah* (tolerance), and *al-Hurriyyah* (freedom).<sup>5</sup>

In commerce, he emphasized five key objectives: *al-Rawāj* (fair wealth circulation), asset transparency, protection of property, legal robustness, and justice.<sup>6</sup> His ideas not only addressed economic fairness but also offered a comprehensive ethical framework for various facets of life. These principles are designed to ensure that assets circulate fairly within society without causing harm or disputes and that ownership and business transactions adhere to shariah. Through these insights, Ibn Ashur made a significant contribution to the renewal of Islamic law, particularly by introducing *maqāṣid al-Syarī'ah* as a comprehensive philosophical approach within Islamic jurisprudence.

## 2.2 The Concept of *Maqāṣid al-Syarī'ah* Al Khāṣṣah Ibnu Ashur in Commerce

Midjourney is an artificial intelligence-based software that enables the creation of digital images through text descriptions provided by users. This system, developed by David Holz and his team, utilizes the Python programming language and leverages Generative Adversarial Networks (GAN) technology to produce images that align with the textual descriptions.<sup>7</sup> The process begins with a random image and proceeds

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hes.v6i02.9315; Mohammad Ridwan, "Analisis Maqasid Al-Tasarrufat Al-Maliyyah Muhammad Al-Tahir Ibn Ashur Terhadap Akad Al-Ijarah Al-Muntahiyah Bi Al-Tamlik (Studi Pada Pt. Bri Syariah Kcp Ponorogo)," *Journal of Islamic Economics (JoIE)* 1, no. 2 (2021): 203–20, <https://doi.org/10.21154/joie.v1i2.3594>; Moh. Hamzah, "Rokat Tase' in Review of Maqāṣid Syarīah Perspective of Muhammad Thahir Ibnu Asyur: Case Study of Madura Island," *Media Syari'ah : Wahana Kajian Hukum Islam Dan Pranata Sosial* 24, no. 1 (2022): 132–55, <https://doi.org/10.22373/jms.v24i1.12729>.

<sup>3</sup> M Muawaffaq, Faiqotun Ni'mah, and Kholid Irfani, "MAQĀṢID SYARĪAH DALAM PERSPEKTIF IBNU ASYUR," *Jurnal Ekonomi Syarīah* 6, no. 1 (2021): 44–54; Lidya Lestari and Siti Aisyah, "Analisis Pemanfaatan Digitalisasi Umkm Muslim Di Kota Medan ( Ditinjau Dari Perspektif Maqāṣid Syarīah )," *Jurnal Sains Dan ...* 5, no. 2 (2023): 687–93, <http://ejournal.sisfokomtek.org/index.php/saintek/article/view/2130%0Ahttp://ejournal.sisfokomtek.org/index.php/saintek/article/download/2130/1639>.

<sup>4</sup> Fuat Hasanudin, "Maqāṣid Al-Syarīah Ibn 'Asyur: Rekonstruksi Paradigma Ushul Fikih," *ABHATS: Jurnal Islam Ulil Albab* 1, no. 1 (2020): 172–87, <http://abhats.org/index.php/abhats/article/view/5>.

<sup>5</sup> Tanza Dona Pertiwi and Sri Herianingrum, "Menggali Konsep Maqāṣid Syarīah: Perspektif Pemikiran Tokoh Islam," *Jurnal Ilmiah Ekonomi Islam* 10, no. 1 (2024): 807–20, <https://doi.org/10.29040/jiei.v10i1.12386>; Ludfi, "Keharusan Ikrar Talak Di Depan Majelis Hakim Pengadilan Agama Perspektif Maqāṣid Syarī'ah Ibnu 'Asyūr," *MAQĀṢID Jurnal Hukum Islam* 6, no. 1 (2023): 52–69, <https://doi.org/10.35897/maqasid.v6i1.1086>.

<sup>6</sup> Muḥammad al-Ṭāhir ibn 'Asyūr, "Maqāṣid Al-Syarī'ah Al-Islāmiyyah (Juz 3)," *Muhammad Thahir Ibn Asyur*, 2004.

<sup>7</sup> Tasya Putri Aliya et al., "Observation of Ai Text To Image Usage on the Credibility of Visual Artworks," *Journal of Information System, Informatics and Computing* 7, no. 2 (2023): 387, <https://doi.org/10.52362/jisicom.v7i2.1270>; Anna Jaruga-Rozdolska, "Artificial Intelligence

through a latent diffusion technique until a final image that reflects the input text is achieved. Midjourney supports both text and image inputs, and the entire process typically takes less than a minute. This technology is highly beneficial, especially for designers and non-designers alike, as it enables the quick generation of high-quality images.<sup>8</sup>

Over time, Midjourney has evolved into various versions, such as version 6, version 5.2, and Niji 5, each offering unique capabilities for image creation. Users can customize images based on specific parameters such as aspect ratio, quality, and artistic style.

**Table 1. Comparison of Each Version of Midjourney.**

	Affects Initial Generation	Affects Variations + Remix	Ver. 6	Ver. 5.2	Niji 5
Max Aspect Ratio	✓	✓	any	any	any
Chaos	✓		0-100	0-100	0-100
Image Weight	✓		0-3 default = 1	.5-2 default = 1	.5-2 default = 1
No	✓	✓	✓	✓	✓
Quality	✓		.25, .5, or 1	.25, .5, or 1	.25, .5, or 1
Repeat	✓		✓	✓	✓
Speed	✓		✓	✓	✓
Stop	✓	✓	10-100	10-100	10-100
Style			raw	raw	cute, expressive, original and scenic
Stylize	✓		0-1000 default = 100	0-1000 default = 100	0-1000 default = 100

as Part of Future Practices in the Architect's Work: MidJourney Generative Tool as Part of a Process of Creating an Architectural Form," *Architectus* 3, no. 3(71) (2024), <https://doi.org/10.37190/arc220310>; Gde Bagus Andhika Wicaksana and Ida Bagus Gede Parama Putra, "Implementasi Pengguna Artificial Inteligent (Ai) Pada Platform Midjourney Dalam Iterasi Arsitektur," *Ganec Swara* 17, no. 3 (2023): 1212–21, <https://doi.org/10.35327/gara.v17i3.565>.

<sup>8</sup> Taris Zakira Alam and Jerry Haikal, "Dampak Produksi Desain Grafis Pada Penggunaan Teknologi Artificial Intelligence ( AI ) Dengan Menggunakan Grounded Theory," *Jurnal Seni Nasional Cikini* 10, no. 1 (2024): 15–26, <https://doi.org/10.52969/jsnc.v10i1.265>; Shierly Everlin, "Redefinisi Karya Seni AI Analisis Visual Etika, Metafora, Dan Eksplorasi Desain Berbasis Kecerdasan Buatan," *Prosiding Konferensi Mahasiswa Desain Komunikasi Visual (KOMA DKV)* 3 (2022): 12–26.

Tile	✓	✓	✓	✓	✓
Video	✓	✓	✓	✓	✓
Wired	✓		0-3000 de- fault = 0	0-1000 default = 0	0-1000 default = 0

Midjourney also offers multiple service packages: Basic, Standard, Pro, and Mega, allowing users to select the most suitable option based on their needs and budget. The Basic and Standard packages are ideal for beginner users, while the Pro and Mega packages are geared toward more exclusive professional needs.<sup>9</sup>

**Table 2. Comparison of Each Midjourney Service Package.**

	Basic Plan	Standar Plan	Pro Plan	Mega Plan
Monthly Subscription Cost	\$10	\$30	\$60	\$120
Annual Subscription Cost	\$96 (\$8 / month)	\$288 (\$24 / month)	\$576 (\$48 / month)	\$1152 (\$96 / month)
Fast GPU Time	3.3 hr/month	15 hr/month	30 hr/month	60 hr/month
Relax GPU Time	-	Unlimited	Unlimited	Unlimited
Purchase Extra GPU Time	\$4/hr	\$4/hr	\$4/hr	\$4/hr
Work Solo In Your Direct Messages	✓	✓	✓	✓
Stealth Mode	-	-	✓	✓
Maximum Concurrent Jobs	3 Jobs 10 Jobs waiting in queue	3 Jobs 10 Jobs waiting in queue	12 Fast Jobs 3 Relaxed Jobs 10 Jobs in queue	12 Fast Jobs 3 Relaxed Jobs 10 Jobs in queue
Rate Images to Earn Free GPU Time	✓	✓	✓	✓
Usage Rights	General Commercial Terms*	General Commercial Terms*	General Commercial Terms*	General Commercial Terms*

David Holz founded Midjourney in 2022 with the goal of enhancing human creativity and imagination rather than merely generating profit. The platform provides designers with a quick source of inspiration for conceptual designs, boosting their

<sup>9</sup> Željko B. Zdravković, “Creative Serbia and AI: Potential of Shaping Creative Generative Artificial Intelligence in Arts of the Future through the Example of Midjourney/Discord Application,” *Napredak-Časopis Za Političku Teoriju i Praksu* 5, no. 2 (2024): 97–108, <https://doi.org/10.5937/napredak5-50771>.

confidence in creating. Today, Midjourney is used by millions of people from various backgrounds, both designers and non-designers, to develop their visual ideas.<sup>10</sup>

The use of Midjourney brings positive impacts, such as boosting creativity, speeding up the rendering process, and delivering impressive visual effects.<sup>11</sup> However, this technology also has limitations, such as its dependence on the English language and a user reliance that could decrease independent innovation in design.<sup>12</sup> Concerns also arise regarding the shifting role of designers, the cultural impact of designs that may not always be relevant to local contexts, and the limited references based solely on available online data.<sup>13</sup> Copyright issues pose another challenge, as the generated designs often combine existing works, raising the potential for copyright infringement.<sup>14</sup>

### 2.3 The Concept of *Maqāṣid al-Syarī'ah* Al Khāṣṣah Ibnu Ashur in Commerce

Midjourney has a service agreement that governs the relationship between the platform and its users, covering age restrictions, prohibitions on re-selling services, copyright, DMCA policy, and dispute resolution. First, the minimum age requirement for Midjourney users is 13 years old or, alternatively, the internet age requirement stipulated by each user's country. If the user is a minor, parental or guardian permission is required, with the guardian responsible for the user's activities.

<sup>10</sup> Rob Salkowitz, "Midjourney Founder David Holz On The Impact Of AI On Art, Imagination And The Creative Economy," *Forbes*, 2022, <https://www.forbes.com/sites/robsalkowitz/2022/09/16/midjourney-founder-david-holz-on-the-impact-of-ai-on-art-imagination-and-the-creative-economy/>.

<sup>11</sup> Ar Mohesh Radhakrishnan, "Is Midjourney-AI The New Anti-Hero Of Architectural Imagery and Creativity?: An Atypical Era Of AI-Based Representation and Its Effect On Creativity In The Architectural Design Process" 11, no. 1 (2023): 94–104, [www.globalscientificjournal.com](http://www.globalscientificjournal.com); Ari Putra Nasution, "Revolusi Kecerdasan Buatan: Dampaknya Pada Desain Bangunan Dan Kota Masa Depan," *WriteBox* 1, no. 3 (2024): 1–12; Silvester Dian Handy Permana et al., "Tren Perkembangan Grafika Komputer" (Banyumas: PT. Pena Persada Kerta Utama, 2023), 1–115.

<sup>12</sup> Ahmad W. Sukkar et al., "Analytical Evaluation of Midjourney Architectural Virtual Lab: Defining Major Current Limits in AI-Generated Representations of Islamic Architectural Heritage," *Buildings* 14, no. 3 (2024): 786, <https://doi.org/10.3390/buildings14030786>; Eka Puji Astutik, Nur Afif Ayuni, and Ayunda Mahdalena Putri, "Artificial Intelligence: Dampak Pergeseran Pemanfaatan Kecerdasan Manusia Dengan Kecerdasan Buatan Bagi Dunia Pendidikan Di Indonesia," *Sindoro Cendikia Pendidikan* 1, no. 10 (2023): 101–12, <https://ejournal.warunayama.org/index.php/sindorocendikiapendidikan/article/view/1219/1153>.

<sup>13</sup> Ahmad Akbar and Rachmad Risqy Kurniawan, "AI Dan Dampaknya Pada Perekonomian Menurut Fiqih," *Jurnal Manajemen & Akuntansi Prabumulih* 7, no. 1 (2023): 31–40; Ahmad Yani, "Peran Artificial Intelligence Sebagai Salah Satu Faktor Dalam Menentukan Kualitas Mahasiswa Di Era 5.0," *Journal of Education Research* 5, no. 2 (2024): 1089–96, <https://doi.org/https://doi.org/10.37985/jer.v5i2.963>.

<sup>14</sup> Maria Enjelita Liprina Hasibuan et al., "Dampak Penggunaan AI (Artificial Intelligence) Dalam Industri Kreatif Bagi Mahasiswa Seni Rupa Angkatan 2023 Universitas Negeri Semarang," *Journal of Education and Technology* 4, no. 1 (2024): 11–17.

Midjourney also prohibits the illegal resale and commercialization of accounts or services, such as selling accounts to other users. Violations of this policy may result in account suspension or termination. This policy aims to protect users' exclusive access to Midjourney services.<sup>15</sup>

Regarding copyright, works generated by Midjourney generally belong to the user. However, suppose the work includes third-party elements, is created by a user with an annual income above \$1,000,000, or is an enhancement of another's work. In that case, the copyright remains with the original owner. Midjourney offers exclusive service packages for individuals or large companies that allow them to fully claim copyright over the generated works.<sup>16</sup>

In handling copyright infringements, Midjourney adheres to the Digital Millennium Copyright Act (DMCA) policy, providing a procedure for rights holders to report violations. Rights holders must submit comprehensive data and statements to facilitate verification. Conversely, the accused party has the right to submit a "counter notification" if they believe the report to be in-accurate. In cases of error, content may be reinstated within 10-14 days.

For dispute resolution, Midjourney follows an international arbitration procedure facilitated by the American Arbitration Association's International Centre for Dispute Resolution. This process aims to protect the rights of all parties in a fast and straightforward manner, with binding final decisions issued by an arbitration court in California.

### 3 Research Method

This study employs a qualitative library research method, aiming to understand and interpret the meanings of events, interactions, or subject behaviors in specific contexts based on the research perspective.<sup>17</sup> The methodology uses a phenomenological approach combined with descriptive analysis.

The data sources in this research are divided into two categories: primary data and secondary data. Primary data is derived from sources that provide direct information about the application of artificial intelligence in online services within design trading businesses, considering the perspective of *maqāṣid al-Syarī'ah*, according to Ibn Ashur. Secondary data is obtained indirectly through intermediaries such as books, academic journals, and other works related to artificial intelligence and *maqāṣid al-Syarī'ah*, as seen by Ibn Ashur.

This study employs several data collection methods, including examining the Midjourney agreements with users to review the terms agreed upon by both parties

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<sup>15</sup> Rikky Ade Mahendra and Ratna Luhfitasari, "Perlindungan Hukum Terhadap Konsumen Akibat Praktik Jual Beli Akun Pengemudi Ojek Online Di Kota Balikpapan," *Journal de Facto* 8, no. 2 (2022): 145–60.

<sup>16</sup> Hari Sutra Disemadi and Cindy Kang, "Self-Plagiarism Dalam Dunia Akademik Ditinjau Dari Perspektif Pengaturan Hak Cipta Di Indonesia," *Legalitas: Jurnal Hukum* 13, no. 1 (2021): 1–9, <https://doi.org/10.33087/legalitas.v13i1.236>.

<sup>17</sup> Feny Fiantika and Et Al, *Metodologi Penelitian Kualitatif*, PT. Global Eksekutif Teknologi, 2022, <https://scholar.google.com/citations?user=O-B3eJYAAAAJ&hl=en>.

and assess the extent to which the users can utilize Midjourney; and gathering data on the profile, works, and thoughts of Ibn Ashur's theory on *maqāṣid al-Syarī'ah*.

The collected data is analyzed using the Miles and Huberman technique, which consists of three steps : (a) data reduction, where data is summarized, selected, and focused on key elements to provide a clearer view for the next steps in the study; (b) data presentation in the form of brief descriptions, diagrams, or charts to facilitate understanding; and (c) drawing conclusions, which result in new findings that clarify previously unclear aspects or establish causal, interactive, or theoretical relationships.

## 4 Results and Discussion

### 4.1 Main Functions of Midjourney as an Artificial Intelligence-Based Design Tool

Midjourney is an artificial intelligence tool that uses Generative Adversarial Networks (GAN) to generate digital images from text commands. This technology automates the design process that can only be done by human designers, allowing professionals and beginners to create high-quality designs with just text commands. With Midjourney, the image creation process becomes more efficient, especially in terms of revisions and initial idea development, as designers can quickly generate, refine, or edit images as needed.

Midjourney gives users the tools they need to make fine-tuning adjustments to their designs, including randomness, image weight, and artistic style. This makes it easier for professionals and beginners alike to achieve their desired outcomes. For non-designers, creating compelling visuals from simple text descriptions has become remarkably accessible, which is great news for those working in fields like marketing and entertainment.<sup>18</sup>

As well as its technical capabilities, Midjourney fosters creativity by acting as a collaborator. It helps designers experiment with new ideas and break past creative limitations, transforming design processes into faster and more dynamic workflows that accommodate a variety of needs.

### 4.2 Midjourney's Influence in Supporting Designer Creativity

AI platforms like Midjourney are changing the way designers find inspiration and polish their ideas. With just a quick text prompt, designers can quickly picture concepts, cutting down on the time and effort they used to spend on ideation.

Midjourney isn't just efficient; it also helps designers come up with new ideas and stay on top of current design trends. It bridges the gap between imagination and execution, letting designers explore new possibilities while staying relevant in a fast-changing industry. Flexible parameter settings, such as quality, randomness, and artis-

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<sup>18</sup> Muhammad Muhaemin, "Analisis Pemanfaatan Artificial Intelligence (AI) Sebagai Referensi Dalam Desain Komunikasi Visual," *Jurnal SASAK: Desain Visual Dan Komunikasi* 5, no. 1 (2023): 71–80, <https://doi.org/https://doi.org/10.30812/sasak.v5i1.2966>.



tic style, allow designers to fine-tune the design output according to customer needs and preferences.

In addition, midjourney enables visual collaboration between designers and customers, accelerating agreement and efficiency in fulfilling customer wishes. This collaboration not only increases the relevance of design outcomes but also helps designers produce more purposeful work. However, it is important for designers to use Midjourney wisely, as over-reliance can hinder the development of independent skills and the exploration of original ideas, as Samantha Handriyani Teguh Wijaya and Stevanus Christian Anggrianto (2023) pointed out.<sup>19</sup>

### 4.3 The Use of Midjourney in Producing Commercial Design Works

Before Midjourney, designers had a central role in understanding customer needs and developing creative ideas that had deep meaning and aesthetics. This design process relied on the designer's ability to improvise based on the customer's specific desires. However, with the advent of Midjourney, this process has undergone a significant change, where artificial intelligence (AI) can generate designs from text descriptions provided by users, making the design process easier and faster.

Two groups of designers have emerged with Midjourney. The first group relies entirely on AI results without any additional touches, and they send the resulting designs to customers directly. Meanwhile, the second group uses Midjourney as a tool to develop their basic idea and then edits or adds elements to make the final result more personalized and customer-friendly. Ideally, designers should follow the approach of the second group, using Midjourney as a tool to express creativity without completely replacing their role.

The overuse of Midjourney, where designers rely solely on this technology without personal contribution, has the potential to eliminate the role of designers in the future. This research supports the view that designers should see Midjourney as an opportunity to collaborate with AI to create high-value work. Designers who remain active in developing their creative skills while utilizing Midjourney as a collaborative tool will remain relevant and valuable in the evolving design industry.

In addition, there are limitations regarding the copyright of works produced through Midjourney. Designers need to understand that works created using elements from others or with only slight enhancements from existing images cannot be claimed for copyright. Thus, designers need to continuously hone their creativity and skills to remain competitive and able to survive in the advancing digital era.

### 4.4 *Al-Rawāj* (Turnover of Assets in the Right Way)

The findings indicate that the use of Midjourney in the design process creates a turnover of assets in the right way among clients, designers, and the Midjourney service provider. This aligns with the *maqāṣid al-Syarī'ah* principle emphasizing the lawful and equitable turnover of assets (*al-Rawāj*). In these transactions, clients pay design-

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<sup>19</sup> Samantha Handriyani Teguh Wijaya and Stevanus Christian Anggrianto, "Aplikasi Desain Canva: Ancaman Atau Alat Yang Membantu Kerja Desainer Grafis?," *IMATYPE: Journal of Graphic Design Studies* 2, no. 1 (2023): 1–8, <https://doi.org/10.37312/imatype.v2i1.6602>.

ers for the design outcomes, while designers utilize Midjourney services through subscriptions. The principle of *al-Rawāj* is fulfilled because the transactions are based on mutual agreement and do not involve uncertainty (garage), ensuring justice for all parties involved.

#### **4.5 Property Clarity Regarding Ownership Rights and Copyright**

Ownership clarity of designs is a critical issue in the use of Midjourney, particularly for designs fully generated by AI. This study highlights that full ownership can only be claimed if designers make significant contributions to the creation process. In *maqāṣid al-Syarī'ah*, the principle of ownership transparency is highly valued to prevent disputes and protect intellectual property rights.

The Basic and Standard Midjourney services allow other users to access and develop images generated from this platform. Pro and Mega subscription plans give creators exclusive rights to their designs, so they're not accessible to third parties. Designers should choose their subscription tier carefully to protect their work and make sure they own the copyright. It's also important to tell clients about the copyright status of designs so everyone's on the same page and we're following Islamic ethical principles.

#### **4.6 Property Protection Against Intellectual Property Rights in the Use of Midjourney**

Midjourney's IP policies let creators claim misused designs, which is great because it aligns with *maqāṣid al-Syarī'ah* goal of protecting wealth from exploitation. However, designers have to navigate some ethical challenges when clients aren't aware that AI tools like Midjourney are involved in the design process.

To address this, designers need to clearly communicate whether a design is entirely their work or partly generated by AI. Explaining usage rights and ownership ensures transparency, avoids uncertainty (garage), and upholds fairness, as emphasized in Islamic ethics.

#### **4.7 Legal Power of Compliance and Responsibility in the Use of Midjourney Services**

Midjourney has strict rules in place to regulate how users behave online. This includes things like account resale, which is banned. These rules are based on the *maqāṣid al-Syarī'ah* principle of balancing rights with responsibilities. However, there are ethical challenges when users break these rules. It's important to educate users about their moral obligations, such as avoiding harmful practices, to foster a fair and ethical digital ecosystem.

#### **4.8 Fairness towards the Use of Artificial Intelligence in Design**

Islamic principles of justice say that everyone should contribute pretty to any group project. Designers should rely on more than just AI to do all the work for them. This study shows how Midjourney affects digital commerce from an Islamic ethical point of view. Future research could look at more *maqāṣid al-Syarī'ah* principles,

such as *hifz al-‘Aql* (intellect protection) and *hifz al-Māl* (wealth protection), to explore AI's wider implications. Studies involving designers, clients, and AI users could also give us some practical insights for creating fairer e-commerce policies based on Islamic values.

Through this approach, future research is expected to make significant contributions to building a comprehensive framework for digital commerce based on *maqāṣid al-Syarī‘ah*.

## 5 Conclusion

This research demonstrates that Midjourney, as an AI-based design tool, offers significant benefits in accelerating the design process and enhancing designer creativity. By utilizing GAN technology, Midjourney enables users to create high-quality images from text descriptions, making it easier for both designers and non-designers to produce visual content. The platform supports broad idea exploration and provides flexible parameters to ensure that the results meet users' expectations.

Midjourney also plays an essential role in fostering collaboration between designers and clients, particularly in efficiently fulfilling commercial visual needs. However, this research also highlights the importance of using Midjourney wisely to avoid dependency that could diminish designers' creative skills.

From the perspective of *maqāṣid al-Syarī‘ah*, Midjourney's use aligns with the principle of legitimate asset turnover (*al-Rawāj*) among the involved parties, property rights clarity, and protection of intellectual property rights. The principle of fairness is also emphasized in transactions, where designers should contribute genuinely to the final outcome to provide fair value to clients.

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