



Halal Income from AI-Generated YouTube Content: An Intellectual Property and Islamic Economic Law Perspective

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DOI: <http://doi.org>

Abstract

Keywords:

Generative AI,
Intellectual Property
Rights, Islamic
Economic Law,
YouTube Content;
Halal Income.

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The rapid development of Generative AI in the digital creative industry has increased the production and monetization of AI-generated YouTube content, raising legal questions regarding ownership and the permissibility of related income. This study examines the legal status of income generated from Generative AI-based YouTube content from the perspectives of Intellectual Property Rights (IPR) and Islamic Economic Law. Using a library research method with normative and conceptual approaches, data were collected from the Qur'an, Hadith, DSN-MUI fatwas, intellectual property regulations, platform policies, and relevant literature. The data were analyzed through content, normative, and comparative analyses. The findings show that the legality of income from AI-generated content depends on ownership clarity, the degree of human creative involvement, and compliance with intellectual property regulations. From the perspective of Islamic Economic Law, such income is considered halal when it derives from lawful ownership, does not violate others' rights, and is free from elements of gharar and syubhat.

Abstrak

Kata kunci:

Generative AI,
Intellectual Property
Rights, Islamic
Economic Law,
YouTube Content,
Halal Income.

Journal History;

Accepted: 30.05.2026

Revised: 31.05.2026

Published: 31.05.2026

Pesatnya perkembangan AI Generatif di industri kreatif digital telah meningkatkan produksi dan monetisasi konten YouTube yang dihasilkan AI, menimbulkan pertanyaan hukum mengenai kepemilikan dan izin pendapatan terkait. Penelitian ini mengkaji status hukum pendapatan yang dihasilkan dari konten YouTube berbasis AI Generatif dari perspektif Hak Kekayaan Intelektual (HKI) dan Hukum Ekonomi Islam. Dengan menggunakan metode penelitian perpustakaan dengan pendekatan normatif dan konseptual, data dikumpulkan dari Al-Qur'an, Hadis, fatwa DSN-MUI, peraturan kekayaan intelektual, kebijakan platform, dan literatur yang relevan. Data dianalisis melalui analisis konten, normatif, dan komparatif. Temuan menunjukkan bahwa legalitas pendapatan dari konten yang dihasilkan AI bergantung pada kejelasan kepemilikan, tingkat keterlibatan kreatif manusia, dan kepatuhan terhadap peraturan kekayaan intelektual. Dari perspektif Hukum Ekonomi Islam, penghasilan tersebut dianggap halal ketika berasal dari kepemilikan yang sah, tidak melanggar hak orang lain, dan bebas dari unsur gharar dan syubhat.

Please cite this article in APA style as:

Solihah, I., & Jauhari, A. (2026). *Halal income from AI-generated YouTube content: An intellectual property and Islamic economic law perspective*. *Mizanpedia: Jurnal Hukum Ekonomi Syariah*, 1(2), 108–120.

INTRODUCTION

The development of Generative AI technology has brought significant changes to the digital creative industry. This technology enables users to generate text, images, audio, video, and various other forms of digital content through artificial intelligence-based computational processes. The ability of Generative AI to produce content rapidly, efficiently, and at relatively low cost has driven its increasing adoption across multiple sectors, including media, digital marketing, education, entertainment, and the creative economy. These developments indicate that Generative AI no longer functions merely as a technical support tool but has become an essential component of the production and distribution of digital works within the technology-driven economy (Al-Busaidi et al., 2024; Giraldo-Barreto, 2026). (sciencedirect.com)

One sector that has been significantly affected by the advancement of Generative AI is YouTube. Numerous content creators utilize this technology to generate scripts, synthetic voice narrations, visual illustrations, animations, and even videos that are entirely produced with AI assistance (Anantrasirichai & Bull, 2022). This phenomenon has created new economic opportunities, as published content can be monetized through advertising programs, sponsorships, affiliate marketing, and various monetization features provided by the platform (Gu et al., 2025). As the use of AI in content production continues to increase, YouTube has also introduced policies requiring transparency regarding the use of synthetic media and content that has been substantially generated or modified through artificial intelligence (Ghiurău & Popescu, 2024)

Despite its considerable economic benefits, the use of Generative AI also raises complex legal issues, particularly concerning the ownership status of AI-generated works (Lucchi, 2024a). Modern copyright systems are generally built upon the assumption that a work originates from human creativity and that exclusive rights are therefore granted to the creator as a legal subject (Dornis, 2020). The emergence of Generative AI raises questions regarding who may be recognized as the owner of a work when the creative process involves algorithms capable of generating outputs autonomously (Garcia, 2025). This debate has intensified because different countries and legal institutions continue to adopt varying approaches to determining the relationship between human creativity, AI utilization, and copyright protection.

The ambiguity surrounding ownership status has implications for economic matters, particularly regarding the permissibility of income derived from the monetization of AI-generated content. In practice, many creators earn revenue from content that is partially or entirely produced using Generative AI technologies (Zhang et al., 2025). However, if the ownership status of such works lacks a clear legal foundation or potentially infringes upon the rights of others, questions arise concerning the legitimacy of the income generated from their

economic exploitation. This issue becomes increasingly significant because the monetization of digital content is not only associated with positive law but also involves ethical considerations and compliance with Islamic legal principles governing the acquisition of wealth.

From the perspective of Intellectual Property Rights (IPR), ownership of a work is closely related to the concepts of originality, authorship, and the exclusive rights vested in the creator (Ginsburg, 2002). Contemporary literature indicates that most copyright systems continue to uphold the principle of human authorship as the basis for legal protection (Saunders, 2023). Consequently, works generated entirely by AI systems without meaningful human creative contribution face challenges in obtaining copyright recognition (Hutson, 2024). Conversely, human involvement in selecting, editing, and developing AI-generated outputs is often regarded as the basis for determining the existence of rights over such works (Halwachi, 2024). This condition demonstrates that the ownership of AI-generated works constitutes a central issue in contemporary intellectual property law.

From the perspective of Islamic Economic Law, the concept of *milkiyah* explains the legal relationship between an individual and property that is lawfully under his or her control. In Islamic commercial jurisprudence (*fiqh al-muamalah*), lawful ownership serves as the foundation for the legitimacy of utilizing property and obtaining economic benefits from it (Meckelburg & Wardana, 2024a). Furthermore, the principle of halal income requires that wealth be acquired through means permitted by Sharia, without involving the unlawful appropriation of another party's rights and free from practices that contradict the principles of justice (Daipon et al., 2025; Meckelburg & Wardana, 2024a). Therefore, the issue of ownership of AI-generated digital works has direct relevance to determining whether income derived from the monetization of such digital content can be regarded as permissible under Islamic law.

Previous studies have generally examined Generative AI from the perspectives of copyright, authorship, and intellectual property protection. Other studies have focused on the ethical implications of AI utilization within the creative industry and the regulatory challenges arising from its implementation. However, there remains a limited body of research that specifically integrates Intellectual Property Rights analysis with Islamic Economic Law in the context of monetizing Generative AI-based YouTube content (Azab & Ismail, 2024). This gap highlights an important area of inquiry for explaining the relationship between the ownership status of AI-generated works and the permissibility of income derived from their economic utilization.

Based on the foregoing discussion, this study aims to analyze the legal status of income derived from Generative AI-based YouTube content from the perspectives of Intellectual Property Rights and Islamic Economic Law. This research is particularly important given the rapid advancement of AI technologies,

which has not yet been accompanied by legal certainty regarding ownership rights and the legitimacy of the income generated from such works. The novelty of this study lies in its integration of Intellectual Property Rights analysis with the concepts of *milkiyah* and halal income in Islamic Economic Law in order to develop a conceptual framework for determining the permissibility of income derived from the monetization of Generative AI-based YouTube content.

RESEARCH METHOD

This study employs a normative legal research design using a library research method. This method was selected because the focus of the study is the analysis of legal norms, concepts, and regulations concerning the ownership status of Generative AI-generated works and their implications for the permissibility of income derived from the monetization of YouTube content. The research adopts both normative and conceptual approaches. The normative approach is used to examine legal provisions and regulations governing Intellectual Property Rights (IPR), while the conceptual approach is applied to analyze the concepts of *milkiyah* and halal income within the framework of Islamic Economic Law.

The object of this study is income generated through the monetization of YouTube content produced using Generative AI technology. The analysis focuses on the relationship between the ownership status of AI-generated works and the legitimacy of income obtained from the economic exploitation of such content. To achieve this objective, the study examines relevant legal concepts, principles of Islamic law, intellectual property regulations, and digital platform policies associated with the creation and monetization of AI-based content.

The data sources consist of primary, secondary, and tertiary legal materials. Primary legal materials include the Qur'an, Hadith, DSN-MUI Fatwas, Copyright Law, regulations related to Intellectual Property Rights, and relevant digital platform policies. Secondary legal materials comprise reputable international journal articles, indexed national journals, scholarly books, and conference proceedings discussing Generative AI, intellectual property, the digital economy, and Islamic Economic Law. Tertiary legal materials include legal dictionaries, encyclopedias, and supporting academic documents used to strengthen the conceptual understanding of the research object.

Data were collected through document study and literature review by identifying, selecting, and examining sources relevant to the research topic. The collected data were subsequently analyzed through several stages, namely literature reduction to identify relevant sources, literature classification based on thematic categories, content analysis to examine the substance and argumentative patterns within the literature, normative analysis of applicable legal provisions, and comparative analysis to compare the perspectives of Intellectual Property Rights and Islamic Economic Law. Finally, conclusions were drawn using a

deductive approach by synthesizing the theoretical and normative findings to address the research questions.

RESULTS AND DISCUSSION

Result

Ownership Status and Economic Rights of Generative AI-Based Content

The literature review indicates that the ownership status of works generated through Generative AI remains a subject of debate across various intellectual property law systems. Several publications explain that works produced entirely by AI systems without human creative involvement often fail to satisfy the authorship requirements that serve as the basis for copyright protection (Gaffar & Albarashdi, 2025a). On the other hand, some studies suggest that legal protection may be granted when there is significant human intellectual contribution to the creation process (Lucchi, 2024b). In such circumstances, rights may be attributed to the party who plays a substantial role in the creative process. These differing approaches demonstrate the absence of a uniform regulatory framework regarding the ownership status of Generative AI-generated works across different jurisdictions.

The literature discussing the relationship among creators, AI users, and AI systems within the intellectual property regime identifies three principal positions. First, a number of studies recognize human beings as the only legal subjects who may be acknowledged as authors because only humans possess legal capacity and creative abilities recognized under copyright law (Gaffar & Albarashdi, 2025b). Second, AI users may potentially acquire rights over generated works when they provide substantial instructions, selection, editing, or creative processing (Lucchi, 2024c). Third, AI systems are generally regarded in legal scholarship as technological tools that facilitate the creative process rather than legal subjects capable of independently owning intellectual property rights (Mehrotra, 2024).

The literature concerning economic rights associated with AI-based YouTube content indicates that the monetization of digital content generally derives from advertising revenue, channel memberships, sponsorships, affiliate programs, and various monetization mechanisms provided by digital platforms. In the context of content created using Generative AI, several studies explain that economic rights over such content are closely linked to the ownership status and legality of the materials used during the production process (Meckelburg & Wardana, 2024b). Digital platform policies also emphasize the importance of compliance with copyright and intellectual property regulations in obtaining economic benefits from published content (Chakraborty, 2023). Consequently, the literature frequently highlights the relationship between AI-content monetization and compliance with ownership requirements and the lawful use of digital materials.

Ownership and Economic Rights of Generative AI-Generated Works

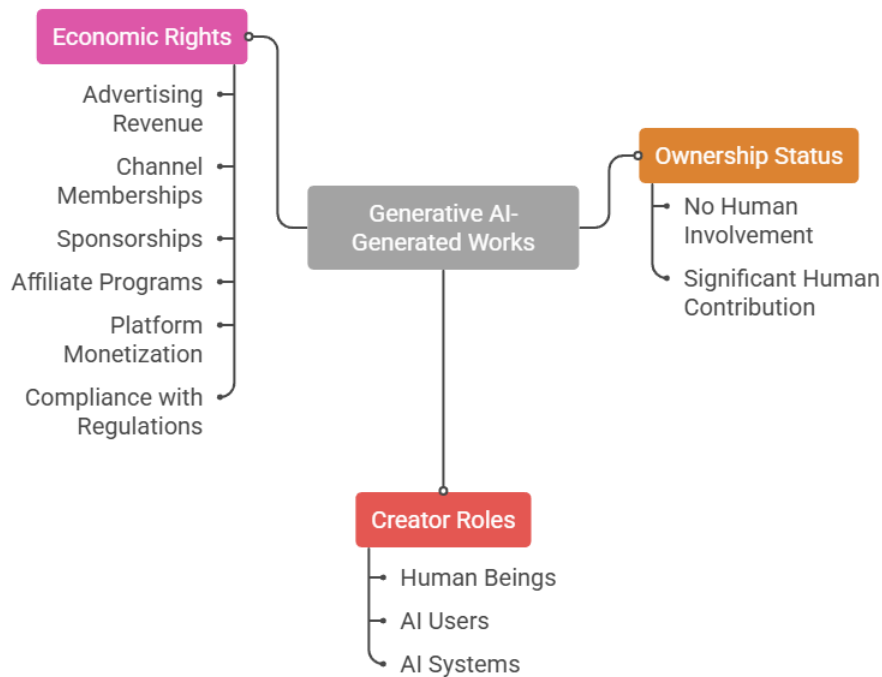


Figure 1 : Generative AI-Generated Works: Ownership and Economic Rights Framework

Ownership and the Permissibility of Income in Islamic Economic Law

The literature on the concept of *milkiyah* in Islamic Economic Law demonstrates that *milkiyah* refers to a legal relationship between an individual and property recognized by Sharia, granting the right to utilize, control, and undertake legal actions concerning that property. Islamic commercial jurisprudence literature explains that ownership may be acquired through various Sharia-compliant means, including labor, contractual transactions, inheritance, gifts, and lawful possession (Chakraborty, 2023). Within the context of modern economic development, several studies further explain that ownership is not limited to tangible assets but may also encompass rights possessing economic value, including intellectual property rights, which are recognized as assets that may be owned and legally protected (Crouzet et al., 2022).

The literature concerning the permissibility of income in commercial transactions (*muamalah*) indicates that income is considered halal when it is derived from activities permitted by Sharia, originates from lawful objects, and is free from elements of *gharar*, *maysir*, *riba*, fraud, or actions that harm others (Tedy & Hidayah, 2024). Various contemporary Islamic legal studies explain that the legitimacy of income is determined not only by the final outcome obtained but also by the process and mechanisms through which it is acquired (Lundh et al., 2024). Therefore, issues relating to ownership, usage rights, and compliance with Sharia

principles are frequently discussed when determining the permissibility of income derived from modern economic activities.

The literature review reveals a relationship between ownership of a work and the legitimacy of income derived from its utilization. Within intellectual property law, economic rights are generally granted to parties possessing lawful ownership of a work (Lundh et al., 2024). Meanwhile, in Islamic Economic Law, the legitimacy of utilizing property and obtaining economic benefits is also associated with the existence of rights recognized under Sharia (Disemadi et al., 2024). Various studies explain that certainty regarding the ownership status of a work constitutes an important factor in determining both the right to exploit the work and the right to obtain economic benefits from it.

Discussion

The findings of this study indicate that the principal issue in the monetization of Generative AI-based YouTube content lies in the absence of legal certainty regarding the ownership status of AI-generated works. Contemporary intellectual property literature demonstrates that most copyright regimes continue to regard human creativity as a fundamental prerequisite for legal protection. At the same time, the development of Generative AI has enabled the production of various forms of content with only minimal human involvement (Anantrasirichai & Bull, 2022). This situation raises important questions regarding who is entitled to the economic benefits derived from such works and how income generated through the monetization of AI-based content should be assessed from the perspective of Islamic Economic Law.

From the perspective of Intellectual Property Rights (IPR), the ownership status of Generative AI-generated works largely depends on the degree of human contribution involved in the creative process. Where a user merely provides a simple prompt and the entire creative process is carried out autonomously by the AI system, the basis for claiming exclusive ownership becomes weak because the element of human originality is largely absent. Conversely, when the user engages in selection, editing, curation, modification, or further creative development of the AI-generated output, such intellectual contributions may serve as a foundation for copyright recognition (Jon, 2025). Therefore, ownership of AI-generated works cannot be determined solely by the use of technology but must be assessed according to the extent of human involvement in producing the final published work.

The legal consequences of ownership status directly affect the economic rights and exclusive rights associated with Generative AI-based YouTube content. Under intellectual property law, economic rights arise from lawful entitlement to a work. Accordingly, monetization through advertising, sponsorships, affiliate programs, and platform partnership schemes acquires a strong legal basis only

when the content being monetized is lawfully controlled and does not infringe upon the rights of others (Senftleben et al., 2023). If AI-generated content is created using copyrighted materials without authorization or produces outputs that substantially resemble existing protected works, the resulting economic rights may be exposed to legal disputes. Thus, the legality of income sources is closely dependent upon the validity of ownership and the lawful use of the work being monetized.

From the perspective of Islamic Economic Law, the concept of *milkiyah* provides a normative framework for assessing the ownership status of AI-generated content. *Milkiyah* is not limited to physical possession of an object but also encompasses rights over benefits and economic value recognized by Islamic law. Within the context of the digital economy, intellectual property rights may be classified as *māl* (property) possessing economic value and utility, thereby warranting legal protection (Dratler Jr & McJohn, 2026). Consequently, as long as AI users make a legitimate contribution to the creative process and acquire rights to the resulting work in accordance with applicable legal provisions, the generated digital content may be regarded as property recognized under Islamic law.

The relationship between ownership and the permissibility of income in Islamic Economic Law is particularly significant because one of the essential conditions for the lawful acquisition of wealth is the existence of legitimate rights over the asset generating economic benefits. Islamic legal principles maintain that an individual is not entitled to derive economic benefits from property that does not lawfully belong to them (Casla, 2023). In the context of AI-content monetization, income may be considered halal when it is derived from works lawfully owned, does not violate the rights of others, and is generated through activities permitted under Islamic law. Conversely, if ownership of the work is legally problematic or obtained through the infringement of rights, the legitimacy of the resulting income also becomes questionable.

Nevertheless, the monetization of Generative AI-based content may involve potential elements of *gharar* and *syubhat*. *Gharar* may arise when there is uncertainty regarding the origin of AI training data, the ownership status of AI-generated outputs, or the scope of users' rights over such works. Meanwhile, *syubhat* may emerge due to the legal ambiguity surrounding the identity of the rightful owner of AI-generated content. Furthermore, copyright infringement may occur when AI outputs reproduce or imitate protected works (Gaffar & Albarashdi, 2025c). Therefore, transparency, compliance with intellectual property regulations, and prudence in the use of AI technologies constitute essential factors in ensuring that monetization activities remain consistent with Islamic legal principles.

The findings of this study are consistent with previous research that recognizes intellectual property rights as the basis for the legitimate economic

exploitation of creative works (Kumar, 2024). However, this study differs from prior research by integrating intellectual property analysis with Islamic Economic Law within the specific context of Generative AI utilization on YouTube. Previous studies have generally focused on the copyright status of AI-generated works or on the ethical implications of artificial intelligence. This study broadens the discussion by linking the ownership status of AI-generated works with the permissibility of income derived from digital content monetization, thereby providing a more comprehensive perspective on technology-driven creative economy activities.

From a theoretical perspective, this study demonstrates that the concept of *milkiyah* in Islamic Economic Law remains highly relevant in addressing ownership issues arising within the modern digital economy. The findings suggest that the recognition of intellectual property rights may function as a mechanism for protecting rights in a manner consistent with the objective of preserving wealth (*hifz al-mal*) within the framework of *maqāṣid al-sharī'ah*. From a practical perspective, the findings provide guidance for content creators, regulators, and digital platforms regarding the importance of ensuring the legality of AI utilization before engaging in monetization activities (May et al., 2025a). Certainty regarding ownership status is essential not only for preventing legal disputes but also for ensuring that the resulting income possesses a legitimate basis under both positive law and Islamic law.

Based on the synthesis of Intellectual Property Rights and Islamic Economic Law, a conceptual model for determining the permissibility of income derived from Generative AI-based YouTube content may be established through three primary stages. The first stage involves ownership verification, which requires confirmation of meaningful human creative contribution and the absence of infringement upon the rights of others. The second stage involves verification of the legality of economic exploitation, ensuring that monetization activities comply with platform policies and applicable intellectual property regulations (May et al., 2025b). The third stage involves verification of compliance with Islamic legal principles, ensuring that the source of income does not contain prohibited elements, excessive *gharar*, fraud, or the unlawful appropriation of others' rights. When these three stages are satisfied, income derived from Generative AI-based YouTube content may be regarded as possessing both legal legitimacy and halal status under the principles of Islamic Economic Law.

CONCLUSION

This study concludes that the permissibility of income derived from the monetization of Generative AI-based YouTube content is closely related to the clarity of the ownership status of the work that serves as the source of such income. From the perspective of Intellectual Property Rights (IPR), ownership of AI-

generated works generally depends on the extent of human creative contribution involved in the production process, as AI systems are not recognized as independent legal subjects capable of holding copyright. From the perspective of Islamic Economic Law, the right to derive economic benefits from a work must be based on lawful ownership (*milkiyah*) and must not result from the infringement of the rights of others. Therefore, income generated from Generative AI-based YouTube content may be considered halal when it is derived from works with a legitimate ownership basis, does not violate intellectual property rights, and is produced and monetized in accordance with the principles of *mu'āmalāt* recognized under Islamic law.

From a theoretical perspective, this study contributes to the literature by integrating the concepts of Intellectual Property Rights and *milkiyah* within Islamic Economic Law to explain the legal status of income generated through Generative AI technologies. This approach demonstrates that the protection of intellectual property rights is closely aligned with the principle of preserving wealth (*hifz al-mal*) as one of the objectives of *maqāṣid al-sharī'ah*. From a practical perspective, the findings may serve as a reference for digital content creators, regulators, Islamic legal institutions, and digital platforms in formulating policies and guidelines governing the use of Generative AI while taking into account both ownership legality and compliance with Islamic legal principles. Accordingly, the utilization of AI technologies within the creative industry may continue to foster innovation without compromising legal certainty and ethical values.

This study is subject to certain limitations because it employs a library research methodology, meaning that all findings are derived from the analysis of literature, regulations, and normative documents without incorporating empirical data from actual AI-content monetization practices. In addition, the rapid evolution of Generative AI technologies and intellectual property regulations may lead to significant legal developments in the future. Therefore, future studies are encouraged to examine the implementation of digital platform policies regarding AI-generated content, analyze contemporary scholarly and fatwa perspectives on the ownership of AI-generated works in greater depth, and conduct comparative studies across different jurisdictions in order to develop a more comprehensive regulatory model concerning ownership status and the permissibility of income derived from Generative AI technologies.

ACKNOWLEDGMENT

The author sincerely expresses gratitude to all individuals and institutions that contributed to the completion of this research. Special appreciation is extended to academic supervisors, colleagues, and reviewers for their valuable guidance, constructive suggestions, and intellectual support throughout the research process. The author also acknowledges the contribution of various

academic institutions and open-access scholarly databases that provided access to relevant scientific references, which greatly supported the development of a comprehensive and current analysis. Finally, heartfelt appreciation is dedicated to the author's family for their continuous encouragement, motivation, and moral support during the completion of this study.

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