

# Artificial Intelligence Law for Malaysia

## Abstract

This study examines the proposed artificial intelligence (AI) law in Malaysia, exploring its distinctive approach within the global landscape. While adopting the established "AI Principles," it rebrands them as "Seven Responsible AI Principles" and introduces the novel concept of "pursuit of happiness" as one of the core principles. This reflects Malaysia's commitment to forging its own path in AI governance, aligning with global standards while embedding unique cultural values and aspirations as expounded by the Federal Constitution and Rukun Negara Principles. Employing a qualitative approach, data was gathered through literature review and Focus Group Discussions (FGDs) with 80 participants representing diverse Quad Helix groups. Thematic and content analysis, along with triangulation, allowed for identification of key themes related to the perceived uniqueness of the proposed law and its alignment with national values. This research contributes significantly by shedding light on Malaysia's innovative approach to AI governance. By prioritizing national values and happiness alongside adherence to global standards, the proposed law has the potential to serve as a model for other nations seeking responsible and culturally sensitive AI regulations. This study offers valuable insights into the early stages of Malaysia's AI journey, paving the way for further discussions and research as the law progresses towards implementation.

## Keywords

Artificial Intelligence; Legal Frameworks; Responsible AI; Rukun Negara