

## Tiktok Shop Transactions in The Perspective of Islamic Business Ethics

**Andi Martina Kamaruddin<sup>1✉</sup>, Nur Indah Tri Ananda<sup>2</sup>, Muhammad Iqbal<sup>3</sup>**

Faculty of Economics & Business, Mulawarman University, Samarinda.

✉Corresponding author: andi.martina.kamaruddin@feb.unmul.ac.id



### ABSTRACT

The purpose of this research is to determine whether TikTok Shop transactions at Jims Honey Samarinda align with Islamic business ethics. This study utilized a qualitative descriptive research method with data collection techniques including interviews, observations, and documentation. The participants in this study were the owner (seller) and three buyers at Jims Honey Samarinda, as well as Sharia experts. The results of the research indicate that the business ethics applied in the buying and selling transactions by Jims Honey Samarinda are in accordance with Islamic business ethics, including the principles of Unity, Balance, Will, Responsibility, and Truth (Virtue and Honesty).

This is an open-access article under the CC BY-NC-SA license.



Copyright © 2024 Andi Martina Kamaruddin, Nur Indah Tri Ananda, Muhammad Iqbal

### Article History

Received 2024-02-18  
Revised 2024-02-20  
Accepted 2024-02-25

### Key words

Online Shop;  
Buy And Sell;  
Tiktok Shop;  
Islamic Business  
Ethics

## 1. Introduction

The increasing development of information technology means that people can access and use the internet. Including the increasingly rapid development of digital media, it can be seen that many people run online businesses. Initially business could only be done offline, but now it can be done online. This makes information technology an effective business medium for the public, so that the concept of transactions becomes different.

In Indonesia, the place where online buying and selling occurs is called a marketplace. Marketplace is an electronic market that is driven by the internet network and has a sales control system by gathering buyers and sellers. Marketplaces are not much different from markets in general where there are meetings between sellers and buyers, but there are differences in the transaction method. If the market generally meets face to face or in person, while in the marketplace the sellers and buyers meet in one place digitally, where the seller sells his goods on a platform that has been provided by E-commerce with a marketplace concept (Fauzia, 2021).

E-commerce makes it easier for users and creators to promote and sell products directly. Selling on the TikTok Shop can make it easier for business people to make a profit, because currently the TikTok Shop application is being widely used by users. TikTok Shop offers various types of products and brands for sale, not only that, TikTok Shop provides many promotions such as discounts and free shipping for buyers. As the most widely used social media, this can be an opportunity for business people or sellers because it will become a target market and expand the business they run (Oktriwina, 2022).

In Islam, buying and selling is included in the field of muamalah, namely the rules of Allah SWT which regulate people to relate to other people in worldly matters. Basically, the law of buying and selling is permissible, apart from the law of permissible, the law of buying and selling can change to be obligatory, sunnah, makruh, and haram depending on the existing conditions. If it is related to the division of buying and selling, online buying and selling can be categorized as non-cash buying and selling. In practice, in the online buying and selling system, when an agreement is reached between the seller and the buyer, the seller usually asks the

buyer to make payment first, after that the goods ordered will be sent (Holilur, 2020). Online buying and selling is a practice, in other cases online buying and selling also does not find a specific legal basis in the books of religious sects. This is understandable because the practice of buying and selling online is something new by utilizing advances in internet network technology that never existed in the past.

Jims Honey Samarinda is a seller on TikTok Shop with the Jims Honey Samarinda account which sells 88 items of various types of bags and women's wallets. Mrs Warni as the owner (seller) of Jims Honey Samarinda is the first Jims Honey Samarinda distributor in Samarinda City and has joined since the beginning of 2022. This account has 16,000 followers and has sold more than 6000 products.

In the online buying and selling system through the TikTok Shop there are no definite rules governing shopping at the TikTok Shop, this makes the author want to know the business ethics carried out by Jims Honey Samarinda in carrying out online buying and selling transactions through the TikTok Shop regarding how comfortable and customer freedom and if there is damage to goods purchased by the customer. These things will be linked to Islamic business ethics.

## **2. Methods**

This research uses qualitative methods, so it places more emphasis on notes with detailed, complete and in-depth sentence descriptions that describe the actual situation to support the presentation of data. The informant in this research is someone who has an understanding and provides information about the object to be studied through interviews in order to obtain strong and in-depth information. The criteria for informants in this research are having knowledge related to the object being studied and being willing to become an informant. Informants in this research include sellers (owners) and employees of Jims Honey Samarinda and three buyers at Jims Honey Samarinda as well as sharia expert lecturers at the Faculty of Economics and Business, Mulawarman University, namely as follows:

- 1) Mrs. Warni, is the seller (owner) of TikTok Shop Jims Honey Samarinda
- 2) Citra Wardana, is an employee of Jims Honey Samarinda
- 3) Amarsya Reygina Febriani, is a buyer (consumer) at Jims Honey Samarinda with the TikTok account name @ciyasukatiramisu.
- 4) Sitti Nur Annisa, is a buyer (consumer) at Jims Honey Samarinda with the TikTok account name @nigisagaa.
- 5) Sri Atikah Ramadhani Nasir, is a buyer (consumer) at Jims Honey Samarinda with the TikTok account name @serriiii.
- 6) Mrs. Rabiatal Adawiyah, Lc., MA is a lecturer in Sharia Economics at the Faculty of Economics and Business, Mulawarman University.

### **2.1. Data collection technique**

To obtain the data and information needed in this research, data collection techniques using observation, interviews and documentation were used.

### **2.2. Data analysis technique**

According to (Miles et al., 2014) data analysis techniques are the process of searching for and compiling data that has been obtained from observations, interviews and documentation. The analysis technique used in this research was carried out through 4 stages, as follows:

### **2.3. Data condensation**

This data condensation is carried out by selecting, simplifying, abstracting, and transforming data obtained in research field notes, interview transcripts, and other materials (Miles et. al., 2014). In this research, the author selected all data that had been obtained in the field. Then, the author selected data from the notes, namely interviews with sellers, employees

and buyers at TikTok Shop Jims Honey Samarinda as well as Sharia Experts that had been obtained to simplify it.

## **2.4. Data Presentation**

Data presentation is done to make it easier to understand what is happening (Miles et al., 2014). Through this stage, the data will be organized and arranged in a relationship pattern, so that it can be easily understood. The data presented by the researcher is in the form of a matrix and narrative text which is displayed in sub-chapter 4.

## **2.5. Drawing Conclusions**

Conclusions in qualitative research are new findings that have not previously existed. Findings can be in the form of a description or picture of an object that was previously unclear and becomes clear and accurate, can be in the form of casual or interactive relationships, hypotheses, or theories (Miles et. al., 2014). Based on the results of the analysis carried out by the author, a conclusion is drawn which is presented in the form of words.

## **2.6. Source Triangulation**

Source triangulation is used to test the validity of data where data testing techniques are carried out accurately from different sources in different ways and at different times which is commonly used in qualitative research. Norman K. Denkin defines triangulation as a combination or combination of several methods used to study phenomena from different points of view and perspectives (Denkin, 2010). This research uses source triangulation, namely a review of data obtained from various data acquisition sources.

## **3. Results and Discussion**

In this research, the data obtained came from interviews, observations and documentation of six informants, consisting of sellers, employees and 3 buyers of Jims Honey Samarinda as well as sharia experts at the Faculty of Business Economics, Mulawarman University. This data has been grouped based on the principles of Islamic business ethics. The purpose of grouping data in this research is to conduct an in-depth review of the application of Islamic business ethics in Tiktok Shop buying and selling transactions at Jims Honey Samarinda. The results obtained according to a review of Islamic business ethics are as follows:

### **3.1. The Principle of Unity at Jims Honey Samarinda**

Based on the results of data analysis, sellers always prioritize the main principle, namely not harming each other in the selling aspect. because it ensures a fair and mutually beneficial relationship between the seller and the buyer. Even though sellers and employees do not really know about the principles of Islamic business ethics, the transaction process carried out at Jims Honey Samarinda applies these principles. As stated by sharia experts, a Muslim must follow Islamic business ethics. There are many verses and hadiths that explain what Allah SWT says in QS an-Nisa verse 29.

### **3.2. Principles of Balance in Jims Honey Samarinda**

Based on the results of data analysis, sellers, employees and 3 buyers of Jims Honey Samarinda. Sellers always display product catalog photos using photos taken by themselves with the important aim of ensuring that the products displayed always match the description given. By taking photos themselves, sellers can produce accurate images and describe the product precisely, without manipulation or deviation that could disappoint buyers. As felt by the three buyers, Jims Honey Samarinda sells products that always match the description given and the product images displayed always depict actual conditions. Based on this, it can be said that Jims Honey Samarinda has implemented the proven balance principle of not cheating buyers regarding the authenticity of the product. As Allah says in al-Maidah: 8.

### **3.3. Application of Free Will at Jims Honey Samarinda**

Based on the results of data analysis, there are sellers of Jims Honey Samarinda and 3 buyers of Jims Honey Samarinda. Sellers carry out promotions well without forcing their will on buyers, which means providing an approach that respects buyers' decisions. This involves conveying information about a product or service clearly and transparently, while giving buyers room to make decisions according to their needs and desires. Freedom of choice is implied from the words of Allah SWT in QS. al-Imran:152.

### 3.4. Implementation of Responsibility at Jims Honey Samarinda

Based on the results of data analysis, Jims Samarinda sellers always prioritize customer satisfaction by providing access to contacts via the number listed in the profile to handle complaints. If there are problems such as damaged or defective goods during delivery, the seller is committed to taking responsibility and trying to resolve the problem seriously. This concept is similar to the teachings or principles expressed in the word of Allah SWT in QS al-Mudassir: 38.

### 3.5. Application of Truth (Righteousness and Honesty) at Jims Honey Samarinda

Based on the results of data analysis, Jims Honey Samarinda sellers try to prioritize honesty in every aspect of the business. This involves selling products as they appear in catalogs and descriptions, without manipulation or misleading presentation. The principle of honesty implemented at Jims Honey Samarinda is reflected in the seller sending goods that match the product photos displayed by taking photos of the catalog himself and explaining the product description with the actual condition of the product. In the Koran, the principle of honesty is shown in the affirmation of the obligation to fulfill agreements and business transactions, as in QS. at-Taubah verse 119.

### 3.6. Data Triangulation

To test the validity of the data in this research, triangulation of sources was carried out obtained from interviews with informants in this research, namely the Seller (Owner) and three Buyers at Jims Honey Samarinda regarding TikTok Shop Buying and Selling Transactions in the View of Islamic Business Ethics. The triangulation table is seen in Table 1. As follows:

**Table 1.** Triangulation of TikTok shop buying and selling transactions from the perspective of Islamic business ethics

Informant	Jims Honey Samarinda Seller's Opinion	Jims Honey Samarinda Employees' Opinions	Buyer's Opinion on Jims Honey Samarinda
Unity	Applying the principle of not harming each other and remaining trustworthy in order to gain the buyer's trust	Providing service in the best way is a form of good ethics in business	From the third answer, the buyer stated that Jims Honey Samarinda has implemented several Islamic business ethics because it does not cause harm and there is no element of fraud.
Balance	Prioritize product authenticity by displaying products according to the description so that buyers do not feel disappointed.	Ensure product authenticity by displaying products taken from your own photos.	From the third answer, the buyer stated that Jims Honey Samarinda displays products according to the description based on experience.

Informant	Jims Honey Samarinda Seller's Opinion	Jims Honey Samarinda Employees' Opinions	Buyer's Opinion on Jims Honey Samarinda
Free Will	Carry out promotions well without forcing your will on buyers.	Promote live and video and recommend to friends or family without being pushy	From the third answer, the buyer stated that Jims Honey Samarinda never forces its will on buyers.
Responsibility	Prioritizing customer service, if there are complaints, you can access the contact via the number listed in the bio. Then, if there are complaints such as defective goods or damage during delivery, try to be responsible by resolving the problem.	always responsible if there is a complaint/dissatisfaction with the product	From the third answer, the buyer stated that Jims Honey Samarinda is responsible if there are complaints and sells appropriate products
Truth (Righteousness and Honesty)	Selling honestly, such as selling products according to the catalog and description displayed. Trust in financial matters such as excess payments will be returned	Be honest and trustworthy by prioritizing buyer safety and comfort so that there are no complaints	From the third answer, the buyer stated that Jims Honey Samarinda has implemented honesty because it sells products according to the description

#### 4. Conclusion

Based on the results of the analysis regarding TikTok Shop Buying and Selling Transactions, the business ethics applied in buying and selling transactions by Jims Honey Samarinda are in line with business ethics from an Islamic perspective. Buying and selling actors have implemented the principles of Islamic business ethics, namely:

##### 1) Principle of Unity

Jims Honey Samarinda has implemented the principle of unity by applying the principle of not harming each other.

##### 2) Principle of Balance

Jims Honey Samarinda has implemented the principle of balance by always displaying products fairly according to the description so that buyers are not disappointed.

##### 3) The Principle of Free Will

Jims Honey Samarinda has implemented the principle of freedom by carrying out promotions well without forcing the will of buyers.

##### 4) Principle of Responsibility

Jims Honey Samarinda has implemented the principle of responsibility by accepting complaints and resolving them. Apart from that, it is also responsible for providing appropriate products.

##### 5) Principles of Truth (Virtue and Honesty)

Jims Honey Samarinda has implemented the principle of honesty by selling products according to the description so that buyers are confident to make repeat purchases.

## References

- Denkin. (2010). Triangulation in Qualitative Research
- Djakfar, M. (2007). Business Ethics in an Islamic Perspective. Malang: UIN Malang Press.
- Fauzia, IY (2021). Islamic Business Ethics Era 5.0. Raja Grafindo Persada.
- Holilur, R. (2020). online buying and selling law. Media Publishing Ambassador.
- Miles, M. B., Huberman, A. M., & Saldana, J. (2014). Qualitative Data Analysis, A Methods Sourcebook, Edition 3. USA: Sage Publications. Translated by Tjetjep Rohindi Rohidi, UI-Press.
- Oktriwina, A. (2022). TikTok Shop: What is it, How to Use it, Selling Tips, and How to Shop. Glints. <https://glints.com/id/lowongan/TikTok-shop-dengan/#.Y9jfk3ZBzrc>
- Raharja, A. (2022). What is TikTok Shop? This is the most complete information along with how to optimize and use it! Ekrut Media <https://www.ekrut.com/media/TikTok-shop>
- Sarwat, A. (2018). Buying and Selling Jurisprudence. Fiqh Publishing House.
- Wahyuni. (2019). Trends in Online Buying and Selling Through Official Sites According to a Review of Islamic Business Ethics. Baabu Al-ilmu Journal, 4(2): 186-203.
- Wati, D., Arif, S., and Devi, A. (2022). Analysis of the Application of Islamic Business Ethics Principles in Online Buying and Selling Transactions at Humaira Shop. El-Mal: Journal of Islamic Economics & Business Studies, 3(1), 141-154.
- Yuniar, A., Azizah, N., & Sari, NN (2021). Principles of Economic Justice in Online Buying and Selling Transactions. 7, 127–139.