Abstract:

Buying and selling is an activity that is carried out by exchanging property or something desired based on a mutually binding agreement between the seller as the owner of the goods and the buyer as the party paying for the goods sold. The online shopee trading system is one of the buying and selling systems which is still trending today. This study aims to describe the description of the shopee application, describe the advantages and disadvantages of using the shopee application according to Islamic economics, describe buying and selling in online shopee marketplaces according to a review of Islamic business ethics, describing the impact of Islamic business ethics caused by online shopping at the Kajen shoppee. used qualitative approach method. Which of these research methods produces a descriptive description of the shopee application, the advantages and disadvantages of using the shopee application according to Islamic economics, buying and selling in online shopee marketplaces according to a review of Islamic business ethics the impact of Islamic business ethics caused by online shopping at the Kajen shoppee. The results of this study prove that by using the online shopee application it is easy and fast. By getting benefits, the marketing is expanding to the province and can also go abroad. Buy Online shopee However, sometimes time is constrained if you get a lot of orders (a lot) on buying and selling online keywords: Islamic economics, buying and selling, online shopee

Keywords: Buying, Islamic Economics, Online Shop

Abstrak

Jual beli adalah suatu kegiatan yang dilakukan dengan cara menukarkan harta benda atau sesuatu yang diinginkan berdasarkan kesepakatan yang saling mengikat antara penjual sebagai pemilik barang dan pembeli sebagai pihak yang membayar atas barang yang dijual. Sistem jual beli online shopee merupakan salah satu sistem jual beli yang masih menjadi tren hingga saat ini. Penelitian ini bertujuan untuk mendeskripsikan gambaran aplikasi shopee,
mendeskripsikan kelebihan dan kekurangan menggunakan aplikasi shopee
menurut ekonomi islam, mendeskripsikan jual beli di marketplace shopee
online menurut tinjauan etika bisnis islam, mendeskripsikan dampak bisnis
islami etika yang ditimbulkan oleh belanja online di Kajen shoppee.
menggunakan metode pendekatan kualitatif. Yang mana dari metode
penelitian tersebut menghasilkan gambaran deskriptif mengenai aplikasi
shopee, kelebihan dan kekurangan menggunakan aplikasi shopee menurut
ekonomi islam, jual beli di marketplace shopee online menurut tinjauan etika
bisnis islam dampak yang ditimbulkan oleh etika bisnis islam dengan belanja
online di Kajen shoppee. Hasil penelitian ini membuktikan bahwa dengan
menggunakan aplikasi shopee online mudah dan cepat. Dengan mendapatkan
keuntungan maka pemasarannya meluas hingga ke provinsi dan bisa juga
sampai ke luar negeri. Beli Online shopee Namun terkadang waktu terkendala
jika mendapatkan orderan yang banyak (banyak) pada jual beli online

Kata Kunci : Ekonomi Islam, jual beli, online shopee

INTRODUCTION
In this modern era, globalization has had many impacts on developments in various
fields, Islam is also here to provide guidelines for our lives in various fields, both faith,
worship, morals and muamalah (Ramadhani et al., 2022). Muamalah is the exchange of
goods, services or something that provides benefits in a specified way, included in
muamalat, namely buying and selling. Buying and selling is a basic form of human
economic activity and is an activity that is highly recommended in Islamic teachings. In
fact, Rasulullah SAW himself has stated that 9 out of 10 doors of sustenance are
through the door of trade (al-hadith) (Iska et al., 2023). That is, it is through this trade
(buying and selling) that the doors of sustenance will be opened so that God's grace
radiates from him. Buying and selling is something that is allowed (Fitria, 2017).

The buying and selling system that is currently developing rapidly is buying and
selling activities online, moreover the sites used to carry out online buying and selling
transactions are getting better and more diverse. Buying and selling that is growing
rapidly at this time is buying and selling activities online, especially sites that are used
to make buying and selling transactions such as WhatsApp, Facebook, Instagram and
so on which can be accessed easily using a cellphone. Buying and selling online already
has various types of online businesses such as online stores, web posting businesses, e-
commerce and others (Afifah, 2022).

E-commerce is the process of buying and selling using electronic media. The
business world is currently experiencing rapid development, especially in terms of
information technology, communication and e-commerce applications that can make it
easier for consumers to purchase products online (Roliansyah et al., 2022)

There are lots of marketplace providers such as shopee, Bukalapak, Olx, Lazada, Jd.Id,
and others. Shopee is one of the e-commerce companies that has high achievements in
Indonesia. This company was introduced to Indonesia in 2015. It started with
Singapore first. That means, this is the 5th year that this marketplace has developed in
our interesting country, in this 5th year, the total downloads of this platform

Views of Islamic Economics On Buying and Selling Interests
Through The Shopee Kajen Online System
application in the play store have reached more than 50 million. This figure can be a sign that the number of users on this marketplace continues to grow every day. I don’t know if I’m just a buyer or I’m also a seller. The above achievements cannot be separated from the advantages of this marketplace in terms of product fulfillment, competitive prices (even very cheap), and ease of payment (Pratama, 2020).

As in the concept of e-commerce trade, it creates an agreement between the parties to provide an achievement. The implication of the engagement is the emergence of rights and obligations that must be met by the parties involved. Seeing the form of e-commerce is basically a model of buying and selling transactions, which are categorized as modern buying and selling because it implies technological innovation. In general, Islamic trading explains that there are physical transactions, by presenting the object during the transaction, while e-commerce is a capital sale and purchase agreement with different characteristics from the usual sale and purchase transaction model, especially with a reach that is not only local but also global (Nur, 2019).

One of the systems used in buying and selling online is in the form of a pre-order system. Pre-orders are used by online shops because goods or products are not yet available. Pre-order is a purchasing system with an estimated grace period. This is based on the experience that researchers have had when buying products in online shops. The product purchased does not match the product specifications provided (Ambawani & Safitri Mukarromah, 2020). After seeing and paying attention to these problem cases, the researcher will conduct this research with the aim of being able to find out and express how the isam economic view of buying and selling online at the marketplace shopee Kajen.

Theoretical Review

1. Islamic Economics

In the study of Islamic economics, the issue of economic growth has become the concern of experts in the discourse of classical Islamic economic thought. Economic growth according to Islam is a thing that is full of values. An increase experienced by a factor of production is not considered as economic growth if such production includes, for example, goods that are proven to have adverse effects and are harmful to humans. Economic development according to Islam is multi-dimensional which includes both quantitative and qualitative aspects. The goal is not solely material welfare in the world, but also welfare in the hereafter. Both according to Islam are integrally united (Mutaqqin, 2018).

Islam indeed teaches economic growth and development in a country, not even just development and growth in the material sector, but spiritual and moral aspects occupy a very important position.

2. Buying and selling online

Buying and selling online is defined as buying and selling of goods and services through electronic media, especially via the internet or online. One
example is selling products online via the internet as done by bukalapak.com, berniaga.com, tokobagus.com, lazada.com, kaskus, olx.com, etc.

In online buying and selling transactions, the seller does not hand over the goods directly to the buyer. There is a third party, namely the courier or service delivery who is the seller's representative to deliver the goods to the buyer. In the Ash-Syafi‘i school of thought, buying and selling can be represented by other people to sell or buy goods. Every matter may be carried out independently, a person may represent it to another person, and may receive a representative from another person. So therefore transactions via courier or delivery service are legally permissible. However, with a note that the courier or delivery service has a letter of assignment or power of attorney in selling it. Because buying and selling fudhuli (selling other people's property without a power of attorney or representative) is legally void.

3. Buying Interest

Purchase intention is a customer's tendency to act before a purchase decision is made. People's buying interest in this study adopts the components expressed by (Shahmi, 2023) which reveals that buying interest can be identified through indicators, including: 1. transactional interest, 2. referential interest, 3. preferential interest, 4. explorative interest.

4. Islamic Trading Platform

Islam recognizes the term muamalat which means the exchange of goods, services or something that provides benefits in a specified manner. Muamalat includes buying and selling, accounts payable, wages, business unions, joint ventures and others. Meanwhile, etymologically buying and selling is the process of exchanging goods for goods. This includes exchanging for services or using money as a medium of exchange. It is found in the Al-Qur'an Surah Al-Baqarah Verse 275.

RESEARCH METHODS

This research uses a type of field research that will be carried out in the Kajen community using the E-Commerce application, namely Shopee, which is used for buying and selling. This type of research was chosen because it is very appropriate for the cases to be examined and analyzed by researchers. According to Dedy Mulyana, field research is a type of research that studies phenomena in a natural environment. Therefore, for this study the data collection came from the field. So that the data obtained by the researcher can be in accordance with the circumstances regarding the phenomena that are in the research location. In this study a qualitative approach will be used. This qualitative approach method was chosen by researchers in addition to being very precise in the case to be studied and analyzed, also because this method studies deep problems in society and the procedures used in it. In addition, this approach also studies certain situations regarding the relationship between activities, attitudes and points of view as well as the processes that take place, and the consequences of these phenomena. Source of data in research is the subject.
RESULTS AND DISCUSSION

4.1 Description of the Shopee Application

Shopee is an e-commerce application headquartered in Singapore under the SEA Group or Sea Limited and now known as ganesa, which was founded in 2009 by Forrest Li. Shopee first appeared in Singapore in 2015. In addition, Shopee has also expanded its network to several countries including Malaysia, Thailand, Taiwan, Indonesia, Vietnam and the Philippines. And the shopee application can provide convenience for consumers in exploring, shopping, and selling any product at any time. Shopee can also make it easier for sellers and buyers to interact through its live chat feature. The shopee application has several items for sale and purchase consisting of gadgets, fashion, cosmetics, electronics, automotive and other products. In addition, Shopee already has laws with logistics and payment support that aim to make online shopping easy and safe for both sellers and buyers. When compared to other marketplace sites such as Bukalapak, Tokopedia, OLX and others.

So shopee is a shopping application that has convenience and minimal consumer experience. Websites in different countries include: shopee.sg from the Shopee application which makes it easy for consumers to browse, shop, and sell any product at any time. So shopee is a shopping application that has convenience and minimal consumer experience. However, with promotions carried out by car e-commerce, it was able to stand on equal footing with its previous competitors. Singapore, shopee.com.my from Malaysia, shopee.ph from the Philippines, shopee.co.id from Indonesia, shopee.co.th from Thailand. In 2019, Shopee has started to be active in Brazil, and is the first country outside Asia to have the Shopee application (Novriful et al., 2022).

4.2 The advantages and disadvantages of using the shopee application according to Islamic economics

The rapid development of information technology, one of which is the internet, has had a major impact on the economic aspect. rapid and comprehensive changes have provided marketers with more effective and efficient opportunities. One of them is through the online marketplace Shopee.

The Shopee online marketplace provides interesting features for its users, both sellers and buyers. For Shopee sellers, there are several free and paid features. garris features such as raising support manually, seller chat features to respond quickly, and the shopee feed feature. The seller chat feature is used to keep in touch and respond to potential buyers who can set Auto-Replay Chat or message templates for quick and responsive responses. Meanwhile, Shopee Feed is a feature used to interact with store followers and potential buyers by sharing interesting content and creative about the product to be sold (Nofialdi et al., 2023).

According to the results of the interviews that have been conducted, the researchers found some of the advantages or disadvantages that online shopping at the shoppee dikajen has, so that buyers can choose at will, choose the cheapest price, the closest sales location. Many people say that shopping through the Shopee marketplace has many advantages and disadvantages, including:

1. Can be done anywhere and anytime
As said by Mila's mother
"Besides, it’s effective and efficient because we don’t have to leave the house. so all we have to do is open the application on the cellphone, select the items we want, then we click on the message, just wait for the goods to arrive." "No need to bother and can be done at any time."

This online marketplace application can make buying and selling transactions for 24 hours without fear of closing the store. Besides that, you can buy and sell anywhere without having to go to a store, just by connecting to the internet, we can choose the items we want quickly.

2. Lots of Attractive Promos

The convenience of shopping on the Shopee marketplace also has many attractive promotions for prospective buyers. As Siti’s mother said. "In the Shopee marketplace, there are many attractive promos in the form of free shipping vouchers, cashback vouchers, shop discount vouchers, and what is just as important is the free shipping promo."

The promos provided by this marketplace are very profitable for its users and each promo has different terms and conditions.

3. Relatively cheap Shopee prices

Prices at Shopee are really cheaper than at the nearest shop or market. because in the Shopee application itself many sellers offer products. so you can choose and compare cheaper prices. Most sellers at Shopee only serve online sales now, the seller doesn't need to pay for shop rental fees. They only sell at home. as the seller at Shoppe said, "There is no need to rent a shop, after all, at home you can also sell effectively and efficiently, OK?"

In addition, the buyer also said that Shopee has the cheapest guarantee, if you find the cheapest price on another online marketplace. But now it’s gone. As said by Mila’s mother
"Prices at Shopee are cheaper than shops or markets near your home. Because the Shopee application itself has the cheapest guarantee feature where buyers can return 2 times as much money when they find lower or cheaper prices from other online marketplaces." we want fast time The promos provided by this marketplace are very profitable for its users and each promo has different terms and conditions. Meanwhile, the disadvantages of the Shopee marketplace are as follows:

1. There are dishonest sellers

This might happen because it's easy to sell on the Shopee online marketplace. Everyone can sell there. There are naughty sellers who intend to deceive their customers, who display the same photo that is sent differently. As said by Nuri as a shopper at Shoppe.

"It’s not that it’s not trustworthy, it’s just that most of the descriptions sent are not appropriate because most of the times I ordered it was not appropriate and I felt disappointed with the incompatibility of the product I bought"

2. The Shopee application often has errors when accessed

Due to the large number of users who came because of certain events which resulted in a large number of users simultaneously. This online marketplace application takes a very long loading process. In fact, it often fails to load products and also fails to order goods, as stated by one Yeni buyer.
"I'm the laziest, for example there are big promos and usually pretty dates like 3.3, 11.11, 12.12 often have application errors. I'm sure it's difficult to access and can't even checkout the product to be purchased".

3. The old seller's response

There are sellers who are lazy to chat buyers for a very long time, they often don't even get a reply, so that buyers are annoyed because of the seller's lack of response. As Ellen said, "It's better if you pay more attention to the customer chat, if someone complains or is unclear, please speed up the answer."

4.3 Buying and selling in the Shopee online marketplace according to a review of Islamic business ethics

Islam is one of the religions adhered to by the people of the world which in its teachings highly upholds various technological advances. Including several innovations in the trading system. Islamic business ethics exist to address the concerns of Islamic economics. As a religion that is Rahmatan, Lili 'Aalamiin can overcome people from adversity by providing the best solution (Rizal et al., 2023). Islam offers a clean business concept offering that is far from dirty deeds, fraud, also provides a concept that has far-sighted views. In Islam what is pursued is not only profit, but also the pursuit of falah, namely the welfare of the world and the hereafter. The principles of Islamic business ethics are unity (oneness), responsibility, balance, freedom, and honesty.

1. The Principle of Unity

In connection with maintaining a business, one must have principles. Because to control one's thoughts, views, behavior, and activities in practicing the wheels of the economy and business. The application of this principle lies in how one carries out a transaction, as long as the transaction is carried out in the right way and does not harm either party. Acting like God, that is watching over the business process, can be interpreted by according to the condition of the original goods. As Shinta's mother said.

"The products I sell are the same as the pictures I display at Shopee. So, I sell products that match what I sell at Shopee and when I sell at Shopee I try to provide real pick (original) pictures. Apart from photos from the catalog, I take photos from my cellphone. I myself. Usually I post on the Shopee Feed to show the real pict. And the description I provide is according to what I'm selling".

2. responsibility principle

The principle of responsibility is a form of one's responsibility for all activities that have been done. Humans must dare to take responsibility for all actions with other humans. What's more, the most important thing is that later responsibility to Allah SWT. It is very possible in the world because someone's khlia is able to let go of responsibility that harms other people.

Based on the analysis, in the process of buying and selling transactions online, type in the product that has been received by the consumer. Then the product received does not match the goods sold on the shopee site, in terms of
3. Balance principle

This principle is also called justice which is a behavior that does not discriminate and does not result in harm to other people. This principle describes more of the dimensions of life that have a horizontal nature, because they are more related to humans. As said by Ahmad Sugiono as a seller "All buyers for us are the same, yes. We do not discriminate or classify race, gender, religion etc. because we as sellers are obliged to serve buyers as best as possible".

In addition, buyers in the online marketplace at Shopee. Apart from being disguised, they also have to change according to who changed first. As Nur said, "Yes, all of them are generalized, miss, I will serve you a little or a lot of orders. Regardless of race, age and position".

Based on the analysis above, it can be concluded that the seller does not discriminate between buyers, all according to the queue number in the online shoppe application.

4. Honesty principle

The principle of honesty is something that can be relied on to someone in the form of wealth, knowledge and things that are confidential which must be passed on to people who meet the requirements to get it, and must be conveyed as is which is not reduced or added. As Nur said, "The problem faced may be that there are sellers who are fraudulent in carrying out fake orders, continuing to cheat in sales, as if they are manipulating prices or basically in a fraudulent way."

4.4 The impact of Islamic business ethics caused by the existence of online shopping at the shopee department

E-commerce in social life is very helpful in making transactions carried out easily, so that buying and selling online is in great demand, from children, teenagers to adults. but the application of business ethics that is still lacking makes this prohibition in transactions in Islam indifferent. there is an obscurity of the goods, it turns out that the goods that are not suitable are still sent to the customer. So that the customer makes a bad decision which causes losses to one another and even money fraud that has been sent but the goods are not sent, therefore it remains to maintain Islamic business ethics in every online buying and selling transaction that will be carried out, so that all parties carrying out online buying and selling transaction activities will be carried out. so that all parties carrying out transaction activities in e-commerce provide mutual benefits to one another.

CONCLUSIONS AND RESEARCH CONTRIBUTIONS

The findings of this study indicate that the Islamic economic view of buying and selling interest through the online shop at the Kajen is one of the businesses that carry out online buying and selling. In the online store, it was found that buying and
selling online, according to a review of Islamic business ethics, uses four principles, namely: the principle of unity, the principle of responsibility, the principle of balance and the principle of honesty. In the online buying and selling system, Shopee acts as a producer or supplier who is assisted by the services of actors as parties in marketing their products. Through the implementation of this online buying and selling system it is proven that it can experience a significant increase. So that this Shopee online shop can market its products outside the city or provision. However, in running the online shopee business, sometimes it is not optimal because considering the very large number of orders at the same time. However, this can always be handled by employees in a timely manner, and causes customers to feel satisfied with the services provided. According to researchers, the online buying and selling system is a shopper that is exposed to legitimate activities, because it acts as a producer or supplier. For the perpetrator's services or online, buying and selling activities are legal because they already have a permit, from the online shop Shopee this is done to help sell or market the products you want to sell. So that each party who plays a role in the buying and selling activity equally gets benefits without any party feeling disadvantaged.

DAFTAR PUSTAKA

Afifah, N. (2022). IDENTIFIKASI ETIKA BISNIS ISLAM DALAM JUAL BELI ONLINE DENGAN SISTEM RESELLER. 

Ambawani, T., & Safitri Mukarromah. (2020). PRAKTIK JUAL BELI ONLINE DENGAN SISTEM PRE-ORDER PADA ONLINE SHOP DALAM TINJAUAN HUKUM ISLAM. 
Jurnal Studi Islam, 1.

Fitria, T. N. (2017). BISNIS JUAL BELI ONLINE (ONLINE SHOP) DALAM HUKUM ISLAM DAN NEGARA. 
Jurnal Ilmiah Ekonomi Islam, 3.

Cogent Social Sciences, 9(1). https://doi.org/10.1080/23311886.2022.2154547

Jurnal Ekonomi Syariah Dan Bisnis, 1.

Al-Risalah: Forum Kajian Hukum Dan Sosial Kemasyarakatan, 23(1), 108–120. 
https://doi.org/10.30631/alrisalah.v23i1.1358

http://journal.yrpipku.com/index.php/msej

TINJAUAN EKONOMI ISLAM. *Jurnal of Islamic Ekonomi and Banking*, 2.


Views of Islamic Economics On Buying and Selling Interests Through The Shopee Kajen Online System