

ABSTRAK

Skripsi dengan judul “Transaksi Jual Beli *Online Shopee Affiliate* dalam Perspektif Hukum Ekonomi Syariah di Indonesia (Studi Pada Mahasiswa Fakultas Syariah dan Ilmu Hukum Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung)” ditulis oleh Annida Izzatunnisa Azzahra 126101203194, Jurusan Hukum Ekonomi Syariah (HES), Fakultas Syariah dan Ilmu Hukum (FASIH), Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung dibimbing Prof. Dr. Iffatin Nur, S.Ag, M.Ag., NIP. 19730111 199903 2 001

Kata Kunci : Transaksi Jual Beli *Online Shopee Affiliate*, Perspektif, Hukum Ekonomi Syariah

Penelitian dilatarbelakangi oleh banyaknya pengguna program *shopee affiliate* tetapi masih banyak yang tidak mengetahui akad yang digunakan dan dasar-dasar hukum yang menaunginya, baik itu dari penjual maupun pembeli dari *shopee affiliate*. Dasar-dasar hukum yang dimaksud kompilasi Hukum Ekonomi Syariah di Indonesia, dan Fatwa DSN-MUI. Para pengguna banyak yang kurang peduli, teliti mengenai hal tersebut karena terlalu fokus dengan hasil yang ingin didapatkan yaitu bertambahnya uang saku misalnya untuk anak sekolah, dan mahasiswa. Karena. Dianggap menggunakan *shopee affiliate* sangat mudah dan simple terutama bisa di lakukan di luar sekolah seperti pada saat dirumah maupun jam istirahat.

Pertanyaan penelitian dalam skripsi ini: 1) sistem jual beli *Online* di *Shopee Affiliate* mahasiswa Fakultas Syariah dan Ilmu Hukum (FASIH) Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung?, 2) pembagian keuntungan yang diterapkan jual beli *Online* di *Shopee Affiliate* mahasiswa Fakultas Syariah dan Ilmu Hukum (FASIH) Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung?, 3) keabsahan jual beli *online* di *shopee affiliate* perspektif hukum ekonomi syariah di Indonesia yang diterapkan oleh mahasiswa Fakultas Syariah dan Ilmu Hukum (FASIH) Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung ?

Tujuan penelitian: 1) sistem jual beli *Online* di *Shopee Affiliate* mahasiswa Fakultas Syariah dan Ilmu Hukum (FASIH) Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, 2) pembagian keuntungan yang diterapkan jual beli *Online* di *Shopee Affiliate* mahasiswa Fakultas Syariah dan Ilmu Hukum (FASIH) Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, 3) Bagaimana keabsahan jual beli *online* di *shopee affiliate* perspektif hukum ekonomi syariah di Indonesia yang diterapkan oleh mahasiswa Fakultas Syariah dan Ilmu Hukum (FASIH) Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung

Penelitian ini menggunakan metode penelitian lapangan (*field research*) yang bertujuan untuk menghasilkan data deskriptif berupa kata-kata tertulis atau lisan dari orang-orang yang diamati. Penelitian ini dilakukan dengan mendeskripsikan dan menganalisis hasil interview di lapangan dalam bentuk narasi. Teknik pengumpulan data dilakukan melalui deep observasi, deep interview dan dokumentasi. Data

dianalisis menggunakan kondensasi data, penyajian data, dan kesimpulan. Pengecekan keabsahan data dilakukan dengan triangulasi.

Hasil Penelitian sebagai berikut: 1) Sistem jual beli pada shopee affiliate bisa digunakan untuk mempromosikan suatu barang, kemudian memudahkan pembelian produk bagi para pembeli di platform shopee, 2) Affiliator mendapat potongan 10% dari item, Penarikan komisi para affiliater tidak perlu minimum pendapatan, komisi affiliater di transfer melalui shopeepay dan rekening pribadi affiliater. Masuknya pendapatan menunggu validasi dari Shopee, 3) Keabsahan merupakan bentuk pengakuan tentang sesuatu yang diyakini benar, legal dan sah. Keabsahan yang dimaksud dalam penelitian ini yaitu dengan memperkuat data hasil penelitian yang dihasilkan peneliti dengan kompilasi Hukum Ekonomi Syariah di Indonesia dan temuan penelitian menunjukkan bahwa Shopee Affiliate absah secara Kompilasi hukum ekonomi dan sah secara Fatwa DSN MUI.

ABSTRACT

The thesis with the title "Shopee Affiliate Online Buying and Selling Transactions in the Perspective of Sharia Economic Law in Indonesia (Study on Students of the Faculty of Sharia and Legal Sciences, Sayyid Ali Rahmatullah Tulungagung State Islamic University)" was written by Annida Izzatunnisa Azzahra 126101203194, Department of Sharia Economic Law (HES), Faculty of Sharia and Legal Sciences (FASIH), Sayyid Ali Rahmatullah State Islamic University Tulungagung supervised by Prof. Dr. Iffatin Nur, S.Ag, M.Ag., NIP. 19730111 199903 2 001

Keywords: Shopee Affiliate Online Buying and Selling Transactions, Perspective, Sharia Economics Law

The research is motivated by the large number of users of the Shopee affiliate program, but there are still many who do not know the contracts used and the legal basis that covers them, both from sellers and buyers from Shopee affiliates. The legal basis referred to is a compilation of Sharia Economic Law in Indonesia, and the DSN-MUI Fatwa. Many users don't care or are careful about this because they are too focused on the results they want to get, namely increasing pocket money, for example for school children and students. Because. It is considered that using Shopee Affiliate is very easy and simple, especially when it can be done outside of school, such as at home or during breaks.

Research questions in this thesis: 1) Online buying and selling system at Shopee Affiliate for students of the Faculty of Sharia and Legal Sciences (FASIH) Sayyid Ali Rahmatullah State Islamic University Tulungagung?, 2) profit sharing applied for Online buying and selling at Shopee Affiliate for students at the Faculty of Sharia and Legal Sciences (FASIH) Islamic University Negeri Sayyid Ali Rahmatullah Tulungagung?, 3) the legality of online buying and selling on shopee affiliate from the perspective of sharia economic law in Indonesia applied by students of the Faculty of Sharia and Legal Sciences (FASIH) State Islamic University of Sayyid Ali Rahmatullah Tulungagung?

Research objectives: 1) Online buying and selling system at Shopee Affiliate for students of the Faculty of Sharia and Legal Sciences (FASIH) Sayyid Ali Rahmatullah State Islamic University Tulungagung, 2) profit sharing applied for Online buying and selling at Shopee Affiliate for students at the Faculty of Sharia and Legal Sciences (FASIH) Sayyid Ali Rahmatullah State Islamic University Tulungagung, 3) What is the validity of online buying and selling on shopee affiliate from the perspective of sharia economic law in Indonesia as applied by students of the Faculty of Sharia and Legal Sciences (FASIH) Sayyid Ali Rahmatullah State Islamic University Tulungagung

This research uses field research methods which aim to produce descriptive data in the form of written or spoken words from the people being observed. This research was carried out by describing and analyzing the results of interviews in the field in narrative form. Data collection techniques were carried out through deep observation, deep interviews and documentation. Data were analyzed using data

condensation, data presentation, and conclusions. Checking the validity of the data was carried out by triangulation.

The research results are as follows: 1) The buying and selling system on Shopee affiliates can be used to promote an item, then make it easier to purchase products for buyers on the Shopee platform, 2) Affiliates get a 10% discount on items, Affiliate commission withdrawals do not require a minimum income, The affliater's commission is transferred via Shopeepay and the affliater's personal account. Incoming income awaits validation from Shopee, 3) Legitimacy is a form of recognition of something that is believed to be true, legal and valid. The validity referred to in this research is by strengthening the research data produced by the researcher with a compilation of Sharia Economic Law in Indonesia and the research findings show that Shopee Affiliate a confession about something that is believed to be true, legal and valid. The validity referred to in this research is by strengthening the research data produced by researchers with a compilation of Sharia Economic Law in Indonesia and the research findings show that Shopee Affiliate is valid according to the Compilation of economic law and valid according to the MUI DSN Fatwa