



## IMPLEMENTATION OF CONTRACTS IN ONLINE BUYING AND SELLING TRANSACTION ON TIKTOK SHOP FIQH MUAMALAH PERSPECTIVE

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### ABSTRACT

**Keywords:**

Fiqh Muamalah, TikTok Shop, Sharia Economics.

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The development of the digital economy has driven transformation in buying and selling practices, one of which is through the TikTok Shop platform which integrates social media and e-commerce. This study aims to analyze the implementation of contracts in online buying and selling transactions on TikTok Shop and assess its suitability with the principles of fiqh muamalah. This research uses a qualitative approach with the type of library research, with data sources in the form of fiqh muamalah literature, scientific journals, and documents related to digital transaction mechanisms. The data analysis technique is carried out through *the content analysis* method and the descriptive-analytical approach.

The results of the study show that the implementation of the contract in TikTok Shop has basically met the principles and requirements of the contract, even though it has undergone transformation in the form of *ijab and qabul* which is carried out digitally. However, there are several aspects that still need attention, such as the potential for *gharar* due to the lack of clarity of product information, *affiliate marketing practices* that have the potential to contain elements of *tadlis*, and payment systems that resemble *salam* contracts but do not fully meet the principle of clarity. In addition, the consumer protection mechanism has reflected the concept of *khiyar* rights, but its implementation has not been optimal.

This study concludes that the practice of buying and selling on TikTok Shop can be categorized as muamalah that is allowed as long as it meets sharia principles, such as honesty, transparency, and fairness. Therefore, it is necessary to increase awareness and responsibility from all parties so that digital transactions can run in accordance with the values of fiqh muamalah. This research is expected to contribute to the development of sharia economic studies, especially in responding to the dynamics of the contemporary digital economy.

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## A. INTRODUCTION

The development of digital technology has brought significant changes in the economic transaction system of society, including in the practice of buying and selling. The transformation from conventional transactions to digital-based transactions not only changes the way sellers and buyers interact, but also gives rise to new dynamics in legal and ethical aspects of business (Khisn, Z., & Zul Aqlani 2025). One of the fast-growing phenomena is electronic commerce (e-commerce) through social media platforms, such as TikTok Shop, which integrates entertainment, promotions, and transactions in one digital space (Fata, Z. 2025). The presence of this feature allows sellers to market products through video or live streaming, while consumers can make purchases instantly without having to switch applications.

From the perspective of sharia economics, every muamalah activity, including buying and selling, must meet the principles that have been established in the fiqh of muamalah. These principles include the clarity of the contract (al-'aqd), the object of the transaction that is halal and clear (ma'qud 'alaih), and does not contain elements of gharar (ambiguity), maysir (speculation), and usury (Safitri, D., Erdiansah, A., Yanti, J. D. 2024). Therefore, the development of digital transaction models such as the TikTok Shop requires an in-depth study to ensure that the practice remains within the sharia corridor (Sirjes, M. N., Imara, V. A. A., Belinda, S. F., Amanda, A. P., & Hidayati 2025). This is important considering the characteristics of online transactions that tend not to bring together sellers and buyers directly, so that it has the potential to cause ambiguity in the contract and the object of the transaction.

The phenomenon of buying and selling through TikTok Shop also presents a new form of interaction that is different from conventional marketplaces. In practice, transactions often happen quickly through live streaming features, where sellers promote products in real-time and consumers make purchases based on information delivered directly (Marhamah, I., Nahda, D. A., Fitri, H. S., & Er-Rahman 2024). This condition can affect the clarity of the contract, especially related to *ijab* and *qabul* which are the main pillars in buying and selling transactions according to fiqh muamalah. In addition, the existence

of promotional features such as limited-time discounts (flash sales) and influencer-based marketing strategies or affiliate marketing also raises questions about information transparency and honesty in product delivery (Nur'aeni, N. N., Ainulyaqin, M., & Edy 2024).

A number of previous studies have examined the practice of online buying and selling from the perspective of sharia economics. Research by Rahmawati (2021) shows that e-commerce transactions can generally be categorized as *bai' al-salam* or *bai' al-istishna'* contracts, depending on the payment mechanism and delivery of goods. However, the study also emphasized the potential for *gharar* due to the mismatch between product descriptions and goods received by consumers. Furthermore, a study by Hidayat (2022) revealed that trust is the main factor in online transactions, which from a sharia perspective is closely related to the principles of trust and honesty of sellers. Another study by Sari and Anwar (2023) highlights the importance of consumer protection in e-commerce, especially related to *khiyar* rights (the option to choose or cancel transactions) which are often not optimally accommodated in digital platforms.

However, most of the research still focuses on general marketplaces such as Tokopedia, Shopee, or Lazada, and has not specifically examined social media-based transaction models such as TikTok Shop. In fact, the characteristics of TikTok Shop that combine entertainment content and economic transactions have the potential to present new complexities in the implementation of contracts (Gusti Susmanto, F., Mutiah, R., & Rusmana 2024). For example, in live streaming transactions, the *ijab* and *qabul* processes are often not explicitly stated, but are implied through the action of clicking or purchasing directly by the consumer. This raises the question of whether the form of consent has met the valid requirements of the contract in *fiqh muamalah* (Amir 2024).

In addition, the affiliate marketing practices that are rampant on TikTok Shop also need to be studied further. In this system, individuals promote products belonging to other parties and earn a commission from each sale (Marwiyah, S. L., Ainulyaqin, M., & Edy 2023). From a sharia perspective, this mechanism can be analyzed through the *ju'alah* contract or *wakalah bil ujah*. However, problems arise when the promotions carried out do not fully reflect

the actual condition of the product, so it has the potential to contain elements of *tadlis* (fraud) that are prohibited in Islam (Rahman, A., & Yusuf 2024b). Therefore, it is important to examine the extent to which the practice is in accordance with the principles of *fiqh muamalah*.

Based on this description, it can be understood that the development of online buying and selling through TikTok Shop not only offers convenience and efficiency, but also presents challenges in terms of compliance with sharia principles (Sari, D., & Anwar 2023). The gap between the practice of digital transactions and the provisions of *fiqh muamalah* is an important background for this research. Thus, this study aims to analyze the implementation of contracts in online buying and selling transactions on TikTok Shop and assess its suitability with the principles of *fiqh muamalah* (Hidayat 2022).

This research is expected to make an academic contribution to the development of sharia economic studies, especially related to the evolving digital economy phenomenon. In addition, the results of this research are also expected to be a reference for business actors, consumers, and regulators in creating a digital transaction system that is not only efficient, but also in accordance with sharia values (Wahyuni, S. 2023). With a comprehensive approach, this study seeks to bridge the gap between the theory of *fiqh muamalah* and contemporary economic practice, so that it can produce a more contextual and applicable understanding.

## **B. THEORITICAL FRAMEWORK**

The theoretical framework in this study serves as a conceptual basis to analyze the implementation of contracts in online buying and selling transactions on TikTok Shop based on the perspective of *fiqh muamalah*. In Islamic economic studies, the contract (*al-'aqd*) is a fundamental element that determines whether a transaction is valid or not (Karimah 2024). An agreement is defined as an agreement between two or more parties that has legal consequences for the agreed object. The validity of the contract is determined by the fulfillment of the principles and conditions, namely the existence of a contracting party, *ijab* and *qabul*, a clear object of transaction, and a purpose that does not contradict the sharia.

The basic principle of *muamalah* is the ability as long as it does not

contain prohibited elements, such as gharar (ambiguity), riba, maysir (speculation), and tadelis (deception). Therefore, the development of digital transactions must still refer to these principles. In the context of online buying and selling, the forms of ijab and qabul undergo transformation from verbal to digital, such as through clicks or payment confirmations (Fauzi, R., & Hakim 2022). In contemporary fiqh, this is still considered valid as long as there is a willingness (an-taradhin) between the parties.

Transactions on TikTok Shop can involve several forms of contracts, such as the bai' contract as the main contract, as well as the salam contract in the upfront payment system. In addition, affiliate marketing practices can be analyzed through wakalah or ju'alah contracts, where certain parties receive rewards for promotional services (Putri, A. N., & Huda 2024b). This variation of the contract shows that digital transactions have a higher complexity than conventional transactions.

In addition to the contract aspect, trust theory in Islamic economics is also an important part of this framework. The value of trust and honesty is the basis for building consumer trust, especially in online transactions that have minimal direct interaction (Latifah 2023). Transparency of product information and price clarity are important indicators in assessing the suitability of practices with sharia principles.

Thus, the theoretical framework of this study emphasizes the analysis of contracts as the main variable, which is associated with the characteristics of digital transactions (Nasution 2022). This approach is expected to be able to provide a systematic understanding in assessing the suitability of online buying and selling practices with the principles of fiqh muamalah.

### **C. METHOD**

This research uses a qualitative approach with the type of library research. This approach was chosen because the research focuses on a conceptual analysis of the implementation of contracts in online buying and selling transactions on TikTok Shop based on the perspective of fiqh muamalah.

The data source consists of primary and secondary data. Primary data is in the form of muamalah fiqh literature, especially those that discuss the concept of contracts, while secondary data is obtained from scientific journals, books,

and articles relevant to e-commerce and sharia economics. In addition, information related to the transaction mechanism on TikTok Shop is also used as analysis material.

The data collection technique is carried out through documentation studies by examining and reviewing various literature sources. The data analysis uses content *analysis* methods and descriptive-analytical approaches, and is supported by a normative approach by comparing transaction practices with sharia principles, such as the clarity of contracts and the prohibition of gharar.

Through this method, the research is expected to be able to produce a systematic and relevant analysis between the theory of fiqh muamalah and the practice of digital transactions.

## **D. FINDINGS AND DISCUSSION**

### **Implementation of Contracts in Digital Transactions on TikTok Shop**

The results of the study show that the implementation of contracts in online buying and selling transactions on TikTok Shop has undergone a significant transformation compared to conventional buying and selling practices. In fiqh muamalah, a contract is a fundamental element that determines whether a transaction is valid or not. A contract in buying and selling (*al-bai'*) requires the existence of the main pillars in the form of parties to the contract (seller and buyer), the existence of *ijab* and *qabul* as a form of agreement, and a clear and transferable object of transaction (Zulfikar 2025). In the practice of digital transactions on TikTok Shop, these three elements are still present, but have changed in their form and implementation mechanism.

The parties who contract in the TikTok Shop consist of the seller as the provider of goods and the buyer as the party who makes the transaction. The two are connected through a digital platform system that functions as an intermediary (Zahra 2023). Although there is no in-person meeting, the legal relationship between the two parties is still formed through digital interaction facilitated by the system. In this case, the existence of the platform does not eliminate the essence of the contract, but only changes the medium used in the transaction process.

The aspect that has changed the most is the mechanism of *ijab* and *qabul*. In conventional transactions, *ijab* and *qabul* are usually stated orally or explicitly

written. However, in TikTok Shop, *ijab* can be understood as a product offer displayed by the seller through videos, product descriptions, or live streaming (Yuliana 2023). Meanwhile, *qabul* is manifested in the form of buyer actions, such as pressing the "buy" button, checking out, and completing payments. In the perspective of contemporary *muamalah fiqh*, this form of *ijab* and *qabul* can be categorized as a contract through deeds (*al-'aqd bi al-fi'l*), which is still considered valid as long as there is an indication of willingness on both sides (*antaradhin*).

However, the implicit process of *ijab* and *qabul* in digital transactions poses its own challenges. The absence of explicit verbal statements may cause some parties to not fully understand that the click or checkout action taken is a form of legally binding consent (Rohman, A., & Azizah 2022). This has the potential to cause misunderstandings, especially for consumers who lack digital literacy. Therefore, system transparency and clarity of transaction flow are important factors in ensuring that the contract takes place legally and is realized by both parties.

In addition, in the practice of TikTok Shop, the contract process often takes place quickly, especially in the live streaming feature. Sellers usually offer products with a limited duration and are accompanied by psychological boosts, such as short-term discounts or limited stock (Rahmawati 2022). This condition can affect the quality of the deal, as purchasing decisions are often made spontaneously without careful consideration. In the perspective of *fiqh muamalah*, willingness in the contract is not only formal, but must also be based on a sufficient understanding of the object of the transaction. Thus, the acceleration of the transaction process needs to be balanced with the provision of adequate information so as not to reduce the substance of voluntariness in the contract.

Furthermore, the implementation of contracts in TikTok Shop also shows the role of the digital system as a facilitator of trust. Payment systems, transaction notifications, and track records of sellers and buyers are part of the mechanism that strengthens the validity of contracts (Rahman, A., & Yusuf 2024a). In this context, technology serves as a tool that helps ensure that each party's rights and obligations can be met. This is in line with the principle of *fiqh*

muamalah which emphasizes the importance of clarity (al-wuduh) and fairness in transactions.

However, this study also found that there are still potential weaknesses in the implementation of contracts, especially related to the lack of user awareness of the legal aspects of digital transactions (Putri, A. N., & Huda 2024a). Many users view online transactions solely as a practical activity, without considering the dimension of sharia-binding contracts. In fact, every transaction carried out still has legal consequences that must be accounted for.

Thus, it can be concluded that the implementation of contracts in digital transactions on TikTok Shop has basically fulfilled the basic principles of fiqh muamalah, especially in terms of the existence of the parties, the object of the transaction, and the agreement. However, the transformation of the form of ijab and qabul and the acceleration of the transaction process require an increase in literacy and user awareness so that the contracts that occur are not only formally valid, but also meet the values of justice and willingness that are at the core of the Islamic economy.

### **Analysis of Clarity of Transaction Objects and Gharar Potential**

The results of the study show that the clarity of the transaction object is one of the crucial aspects in determining the validity of online buying and selling on TikTok Shop from the perspective of fiqh muamalah. In the basic concept of contract, the object of the transaction (ma'qud 'alaih) must meet several criteria, including clear type, quality, quantity, and can be submitted (Kholis 2022). This clarity aims to avoid the occurrence of gharar, which is uncertainty or ambiguity that can harm one of the parties in the transaction. Therefore, analysis of the presentation of product information in TikTok Shop is important to assess the extent to which the practice is in accordance with sharia principles.

In practice, TikTok Shop offers various methods of product promotion, such as short videos, written descriptions, and live streams. This method provides an advantage in terms of product visualization, as consumers can see directly the form and use of the goods offered (Fitriani 2024). However, the results of the study show that these visual advantages are not always balanced by adequate information completeness. In many cases, the product descriptions provided tend to be brief and emphasize the promotional aspect more than

detailed explanations of the item's specifications.

This condition has the potential to give rise to an element of *gharar*, especially when the information conveyed does not include important details such as materials, size, quality, or overall condition of the goods. In *fiqh muamalah*, this kind of ambiguity can cause the contract to become defective (*fasid*), because one of the legal conditions is not met (Zulfikar 2025). For example, if a consumer buys a product based on an attractive visual appearance, but the goods received do not meet expectations, then there are indications that the contract is carried out in imperfect information conditions.

In addition, the practice of live streaming as one of the main features of TikTok Shop also has implications for the level of clarity of transaction objects. In live broadcasts, sellers usually promote products in real-time with spontaneous explanations. While this gives an interactive and engaging feel, the information presented is often unstructured and tends to be limited to aspects that consumers find interesting (Marhamah, I., Nahda, D. A., Fitri, H. S., & Er-Rahman 2024). In certain situations, sellers may not communicate product shortcomings transparently, resulting in an imbalance in the information that buyers receive.

Furthermore, time pressures in live streaming transactions, such as limited discounts or claims of low stock, can encourage consumers to make decisions quickly without in-depth information verification. This increases the potential for *gharar* to occur, as the purchase decision is not based on sufficient knowledge of the object of the transaction (Fitriani 2024). In the perspective of *fiqh muamalah*, willingness in the contract must be based on a clear understanding, not just emotional impulses or situational pressures.

The study also found that the difference between product expectations and reality is still a fairly frequent problem in TikTok Shop transactions. This can be caused by the use of marketing techniques that overemphasize the product's strengths, such as the use of visual filters or promotional narratives that do not fully reflect the actual conditions. In this context, the practice not only has the potential to contain *gharar*, but also approaches the element of *tadlis* (deception), which is expressly forbidden in Islam.

However, it is undeniable that TikTok Shop also provides several

mechanisms to reduce the risk of unclear transaction objects, such as customer review features, product ratings, and comment columns. These features allow consumers to obtain additional information from other users' experiences, thus aiding in the decision-making process (Kholis 2022). In the perspective of muamalah fiqh, the existence of this additional information can serve as a form of effort to minimize gharar, although it does not completely eliminate the risk.

Thus, it can be concluded that the clarity of transaction objects in the practice of buying and selling on TikTok Shop still faces significant challenges. Although various supporting features are available systematically, the implementation is highly dependent on the honesty and transparency of the seller in conveying product information (Rahman, A., & Yusuf 2024b). Therefore, to ensure conformity with the principles of fiqh muamalah, it is necessary to improve product information standards and ethical awareness of business actors so that the transactions carried out are free from elements of gharar and reflect the value of justice in the Islamic economy.

### **Affiliate Marketing Practices in the Perspective of Shariah Contracts**

The results of the study show that *affiliate marketing practices* on TikTok Shop are one of the most dominant marketing strategies in encouraging online buying and selling transactions. This system involves a third party (affiliate) who is in charge of promoting the seller's products through video content or live broadcasts, in exchange for a commission from each sale successfully made through a specific link or code (Hakim, A., & Siregar 2024). From the perspective of fiqh muamalah, this practice is interesting to study because it involves cooperative relationships that are not only economic, but also have legal implications in the form of contracts.

Conceptually, *affiliate marketing practices* can be analyzed through two main forms of contracts in fiqh muamalah, namely wakalah and ju'alah contracts. Akad wakalah refers to the delegation of authority from one party to another to carry out an action on behalf of the authorizer, in this case the seller gives power of attorney to the affiliate to market its products (Putri, A. N., & Huda 2024a).

Meanwhile, a ju'alah contract is a contract to provide rewards for a job whose results are uncertain, such as a commission given to affiliates if they succeed in bringing in buyers. These two contracts are basically permissible in

Islam as long as they meet the principles of clarity, honesty, and do not contain prohibited elements.

In practice, *the affiliate marketing* system in TikTok Shop shows that the relationship between sellers and affiliates tends to be closer to the *ju'alah* contract, because the rewards given are conditional, that is, they are only given when a sale occurs (Zulfikar 2025). This shows that there is flexibility in the digital economy system that is in line with the principle of *muamalah*, where Islam provides space for innovation as long as it does not conflict with *sharia* values. Thus, in principle, this practice can be considered legitimate and permissible.

However, the results of the study also revealed a number of problems in the implementation of *affiliate marketing* practices, especially related to ethical and transparency aspects. In an effort to increase sales, some affiliates tend to use excessive promotional strategies, such as making claims that are not entirely accurate regarding product quality (Abdullah, M., & Hasan 2023). For example, a product is portrayed as having very high quality or certain benefits that do not correspond to reality. This kind of practice has the potential to contain elements of *tadlis* (fraud), which is prohibited in *muamalah fiqh* because it can harm consumers.

In addition, there are also problems related to the lack of transparency regarding the status of affiliates as parties who receive commissions. In some cases, consumers are unaware that the content displayed is part of a paid promotion, so they consider the recommendation to be an objective opinion. From a *sharia* perspective, this can reduce the level of honesty in transactions, as the information conveyed is not entirely clear and has the potential to be misleading.

Furthermore, *affiliate marketing* practices also raise questions related to responsibility for product quality. In this structure, the affiliate acts as an intermediary who is not directly responsible for the goods sold, while the seller is the party who has full control of the product. However, in practice, affiliates are often the parties who interact directly with consumers and influence purchasing decisions (Anwar, S., & Pratama 2022). This raises a dilemma in determining responsibility in the event of product mismatch, which in *fiqh*

muamalah needs to be clearly regulated so as not to cause injustice.

On the other hand, *affiliate marketing practices* also have positive potential in the perspective of Islamic economics. This system opens opportunities for individuals to earn income halal through promotional activities, without having to own their own products. In addition, this model can also improve the efficiency of information distribution and expand market reach for business actors. In this context, *affiliate marketing* can be seen as a form of innovation in muamalah that is in line with the principle of benefit (maslahah), as long as it is carried out with the principles of honesty and responsibility.

Thus, it can be concluded that *the practice of affiliate marketing* on TikTok Shop is basically acceptable from the perspective of fiqh muamalah through the wakalah and ju'alah contract approach. However, its implementation still faces challenges, especially in maintaining business ethics and information transparency (Basyir, A., & Kurniawati 2024). Therefore, awareness from affiliates is needed to carry out their role in a trustworthy manner, as well as supervision from the platform to ensure that the promotional practices carried out do not violate sharia principles. Thus, this system not only provides economic benefits, but also remains in harmony with the values of justice and honesty in Islam.

### **Payment System and Its Relevance to the Salam Agreement**

The results of the study show that the payment system in online buying and selling transactions on TikTok Shop is generally carried out with a *prepaid system*, where buyers complete the payment first before the goods are received (Fadillah 2022). This pattern has similarities to the *bai' al-salam contract* in fiqh muamalah, which is a sale and purchase contract where payment is made in cash at the beginning, while the delivery of goods is carried out later in accordance with a predetermined agreement.

In the concept of fiqh muamalah, the salam contract is allowed as a form of convenience in transactions, especially to support trade activities. However, these abilities are accompanied by a number of strict requirements, including clarity of goods specifications, quantity, quality, delivery time, and place of delivery (Halim, A., & Sari 2024). The purpose of this requirement is to avoid gharar (ambiguity) that may be detrimental to either party. Therefore, the

relevance of the payment system on TikTok Shop to the salam contract needs to be analyzed based on the extent to which these conditions are met in practice.

In its implementation, the payment system in TikTok Shop has been equipped with various features that support transaction clarity, such as price details, estimated delivery times, and various payment methods (Lubis 2024). In addition, the platform also provides a payment verification and notification system that provides certainty for both parties that a transaction has been made. In this case, technology acts as a tool to strengthen the clarity and security of transactions, which is in line with the principles of *fiqh muamalah*.

However, the results of the study also show that there are still several potential problems in this payment practice. One of them is the mismatch between the promised delivery time and the realization in the field. Delays in delivery can cause uncertainty for buyers, which in the perspective of the salam contract can reduce the validity of the transaction if it is not accompanied by sufficient clarity and agreement (Rahimah, S., & Yusuf 2023). In addition, in some cases, buyers do not have enough information regarding the distribution process of goods, increasing the risk of uncertainty.

Another problem found is the possibility of a discrepancy between the specifications of the goods described at the time of the transaction and the goods received. In the salam contract, clarity of specifications is the main requirement that cannot be ignored (Fitriani 2024). Therefore, if the information provided is incomplete or inaccurate, then the transaction has the potential to contain elements of *gharar*. This shows that even though the payment system has fulfilled the formal aspects of the salam agreement, its implementation still requires strengthening the aspect of information transparency.

On the other hand, TikTok Shop also provides transaction protection mechanisms, such as an escrow system or temporary hold of funds until the goods are received by the buyer. This mechanism provides a guarantee that funds are not directly received by the seller before their obligations are met. From the perspective of *fiqh muamalah* (Azizah, N., & Rahman 2024), this system can be seen as a form of innovation that supports the principle of justice and reduces the risk of loss for buyers. With this system, the level of trust in digital transactions can increase.

Furthermore, the digital payment system used also reflects the development of financial technology which makes the transaction process easier. However, this convenience also requires responsibility from the parties to ensure that every transaction is carried out consciously and in accordance with sharia principles (Abdullah, M., & Hasan 2023). Buyers need to understand the details of the transaction before making the payment, while the seller is obliged to ensure that the information provided is in accordance with the actual condition of the goods.

Thus, it can be concluded that the payment system in TikTok Shop is in accordance with the concept of salam contracts in fiqh muamalah, especially in terms of prepayment and delivery of goods at a later date (Halim, A., & Sari 2024). However, this conformity is still partial, because in practice there are still some potential uncertainties that can lead to gharar. Therefore, it is necessary to increase transparency, clarity of specifications, and consistency in fulfilling delivery times so that transactions carried out truly meet the principles of fairness and certainty in the Islamic economy.

## **E. CONCLUSION**

Based on the results of research and discussion on the implementation of contracts in online buying and selling transactions on TikTok Shop from the perspective of fiqh muamalah, it can be concluded that the practice of digital transactions on the platform has basically fulfilled the fundamental elements of the contract, such as the existence of parties, transaction objects, and agreements. The transformation of the form of ijab and qabul from verbal to digital, such as through clicks and payment confirmations, can still be considered valid in contemporary muamalah fiqh as long as it is based on the principle of willingness (an-taradhin).

However, this study also found that the implementation of contracts in practice still faces various challenges. First, the clarity of the object of the transaction has not been fully fulfilled, especially in promotional practices that tend to emphasize visual and persuasive aspects, thus potentially giving rise to elements of gharar. Second, the practice of *affiliate marketing* can in principle be justified through wakalah or ju'alah contracts, but there is still a tendency to violate ethics, such as the delivery of information that is not completely honest.

Third, the payment system that resembles the salam contract has run well structurally, but still requires improvement in the aspects of delivery certainty and clarity of goods specifications. Fourth, the available consumer protection mechanisms have reflected the concept of khiyar rights, but their implementation has not been optimal and still faces technical and policy obstacles.

Overall, buying and selling transactions on TikTok Shop can be categorized as permissible muamalah practices (mubah), as long as they meet the basic principles of sharia economics, such as honesty, transparency, and justice. Therefore, continuous efforts are needed from all parties, both sellers, affiliates, platforms, and consumers, to increase awareness and compliance with sharia values. Thus, the development of the digital economy not only provides convenience and efficiency, but also remains in line with the principles of fiqh muamalah which uphold justice and benefits.

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