



The Prohibition of Social E-Commerce on TikTok Shop: A Fiqh Examination Based on Sharia Compliance and Economic Justice

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Abstract: The prohibition of TikTok Shop in Indonesia has sparked debate over licensing and Shariah compliance. This article emphasizes the importance of using Shariah principles in social e-commerce at TikTok Shop. This research aims to analyze the rationale behind this from the perspective of *fiqh* and economic justice. This research uses a juridical-normative approach by analyzing relevant regulations using a descriptive-analytical method. Data was collected through a literature review, highlighting the importance of considering *maslaha* to maintain market stability and economic justice. The banning on TikTok Shop to ensure Shariah compliance to achieve economic justice. Government regulations or policies are beneficial, extending beyond mere prohibitions and restrictions. As commerce evolves with the expansion of digital platforms, it becomes imperative to establish clear regulations to accommodate this ongoing development.

Keywords: prohibition; social *fiqh*; Sharia compliance; economic justice; TikTok Shop

Abstrak: Pelarangan TikTok Shop di Indonesia telah memicu perdebatan mengenai perizinan dan kepatuhan Syariah. Artikel ini menekankan pentingnya menjalankan operasi dengan menggunakan prinsip-prinsip Syariah dalam perdagangan sosial di TikTok Shop. Penelitian ini bertujuan untuk menganalisis alasan di balik hal tersebut dari perspektif fikih dan keadilan ekonomi. Penelitian ini menggunakan pendekatan yuridis-normatif, dengan menganalisis peraturan-peraturan terkait dengan menggunakan metode deskriptif-analitis.

Data dikumpulkan melalui tinjauan literatur, menyoroti pentingnya mempertimbangkan masalah untuk menjaga stabilitas pasar dan keadilan ekonomi. Pelarangan TikTok Shop untuk memastikan kepatuhan Syariah guna mencapai keadilan ekonomi. Regulasi atau aturan yang dibuat pemerintah menjadi hal yang baik, namun hal ini tentunya tidak hanya sebatas larangan dan diberhentikan. Seiring berjalannya waktu perdagangan akan terus terbuka dan platform digital akan terus berkembang dan tidak akan sanggup dibendung, sehingga perlu regulasi yang jelas.

Kata Kunci : larangan; Fiqh sosial; kepatuhan syariah; keadilan ekonomi; TikTok Shop.

Introduction

The recent prohibition of TikTok Shop in Indonesia, prompted by licensing apprehensions, has sparked widespread discourse. Enacted by the Indonesian Ministry of Trade, the ban is motivated by concerns surrounding the integration of social media and electronic commerce (e-commerce). Despite TikTok Shop having e-commerce features, its primary nature as a social media platform led to its inclusion in the ban. Barring the integration of e-commerce with social media, this regulation was enacted following revised regulations ratified by the Minister of Trade of Indonesia.¹

Minister of Trade Regulations Number 50 of 2020 and Number 31 of 2023 oversee various business activities conducted through electronic systems, including licensing, advertising, development, and supervision. As a result, the TikTok Shop application is now prohibited for shopping purposes, as electronic system trading (PMSE) or social commerce is explicitly banned. The ban impacts users, TikTok entrepreneurs, and influencers who depend on TikTok Shop for business.² The Indonesian government prohibits social commerce platforms, like TikTok Shop, from functioning like e-commerce platforms, especially regarding product sales and direct payment facilitation.

Islamic law offers clear guidelines for permissible online transactions, such as those on e-commerce platforms like TikTok Shop, as long as they adhere to Sharia principles and avoid prohibited elements.³ Therefore, it is intriguing to explore how the ban on social commerce transactions through the TikTok Shop aligns with *fiqh* principles related to Sharia compliance and economic justice.

The ban on TikTok Shop in certain countries sparks concerns about freedom of expression violations.⁴ Legal debates in places like Montana and the USA argue against such bans, citing constitutional protections.⁵ However, the recent ban on TikTok Shop, an e-commerce platform, has attracted attention in Indonesia.⁶ Despite holding licenses and falling under trading supervision, it

¹ Mediana, "TikTok Polemic in the US, Indonesian Government Chooses Not to Intervene", *Kompas.id*, Jakarta, March 15, 2024. <https://www.kompas.id/baca/english/2024/03/15/en-polemik-tiktok-di-as-pemerintah-indonesia-pilih-tidak-ikut-campur>.

² Dina Karina and Desy Afrianti, "Ini Respons Lengkap TikTok soal Kontroversi Media Sosial tapi Jualan Online," *KOMPAS.tv*, 2023, <https://www.kompas.tv/ekonomi/447350/ini-respons-lengkap-tiktok-soal-kontroversi-media-sosial-tapi-jualan-online>.

³ Dwi Novita, Luthfi El-Falahi, and Haris Maiza Putra, "Khiyar in Buying and Selling Online Based on the Fiqh Perspective," *Al-Istinbath: Jurnal Hukum Islam* 7, no. 2 November (December 1, 2022): 363–80, <https://doi.org/10.29240/jhi.v7i2.5232>.

⁴ Muhammad Samsul Hadi, "TikTok Melawan, Gugat Pelarangan di Montana ke Pengadilan Federal AS," *kompas.id*, May 23, 2023, <https://www.kompas.id/baca/internasional/2023/05/23/tiktok-melawan-gugat-pelarangan-di-montana-ke-pengadilan-federal-as>.

⁵ Drew Harwell, "TikTok Sues Montana to Block Ban, Citing First Amendment," *Washington Post*, May 23, 2023, <https://www.washingtonpost.com/technology/2023/05/22/tik-tok-ban-montana-lawsuit/>.

⁶ Kurniawan Eka Mulyana and Desy Afrianti, "Jokowi Respons soal TikTok Shop: Mestinya Ini Sosmed Bukan Ekonomi Media,

is perceived as a social media platform by Indonesian law, prompting concerns from President Joko Widodo regarding its impact on sales.⁷

Regulations for transactions on TikTok Shop, both permitted and prohibited, are digested in the Business Licensing for Advertising, Guidance, and Supervision of Electronic Trading Entities (SIUP 3A PMSE) under Regulation Number 64 of 2020 by the Minister of Trade of Indonesia. This amendment addresses electronically integrated business licensing. Despite this, practical concerns arise in Indonesia, where TikTok Shop's activities are perceived to impact the market negatively due to its economic positioning. Hence, it is vital to differentiate between social commerce, social media, and e-commerce based on their respective jurisdictions and functions. From a *fiqh* perspective, the prohibition of social e-commerce transactions via the TikTok Shop application becomes necessary, although inevitable. TikTok Shop, a social media platform with authorization to conduct online commerce, ostensibly complies with the regulations in its operational jurisdiction. However, regarding economic justice, TikTok Shop presents advantages and disadvantages.⁸ On one hand, it facilitates easier sales transactions, but it retains its primary function as a social media platform. Furthermore, economic justice in Islam is based on mutual help (*ta'awun*),⁹ as mentioned in the Quran Surah al-Maidah verse 8, which emphasizes justice and brotherhood, urging Muslims to uphold truth and fairness. Islamic economics prioritizes business ethics, while Sharia compliance requires adherence to Sharia principles in operational activities.¹⁰ This study aims to examine and analyze the restriction on social commerce within the TikTok Shop, considering perspectives from *fiqh*, Sharia Compliance, and Economic Justice.

The research methodology uses an analytical descriptive approach, focusing on applicable laws, regulations, and legal theories. The purpose of this research is to provide comprehensive and precise findings that are aligned with the existing framework. This research emphasizes systematic analysis and a scientific approach to reveal the truth regarding social e-commerce issues, especially the banning of TikTok Shop in Indonesia. The research data comes from a literature study of the regulations and legal theories that apply to the research problem. The main objective of this research is to provide a comprehensive picture and precise findings with the existing framework to reveal the truth.

This study uses a normative juridical approach, following Michael McConville's methodology by examining Indonesian laws governing online transactions, including Trade Law No. 7 of 2014, Law No. 11 of 2008 on Information and Electronic Transactions (amended by No. 19 of 2016), and Government Regulation No. 80 of 2019 on Trading through Electronic Systems. In addition, this research also integrates the concept of Shariah compliance, which emphasizes adherence to Islamic principles alongside legal analysis. The main references for this study comprise statutes, jurisprudences, and

Aturan Baru Disiapkan," KOMPAS.tv, 2023, <https://www.kompas.tv/ekonomi/445990/jokowi-respons-soal-tiktok-shop-mestinya-ini-sosmed-bukan-ekonomi-media-aturan-baru-disiapkan>.

⁷ Fakhri Rezy, "Jokowi Says TikTok Shop Causes MSME Sales to Markets Fall," VOI - Waktunya Merevolusi Pemberitaan, 2023, <https://voi.id/en/economy/313449>.

⁸ Adina Feder, "A Bull in a China Shop: How CFIUS Made TikTok a National Security Problem," *Cardozo Int'l & Comp. L. Rev.* 5 (2021): 627.

⁹ Dedisyah Putra, Sumper Mulia Harahap, and Sabrun Edi, "Islamic Legal Analysis of Bank Interest Allocation on Social Fund: A Case Study of Small Credit Bank (BPR) NBP 21 Panyabungan City," *Al-Risalah: Forum Kajian Hukum Dan Sosial Kemasyarakatan* 23, no. 2 (December 31, 2023): 241-57, <https://doi.org/10.30631/alrisalah.v23i2.1442>.

¹⁰ Muhammad Fuad Ridwan; Zain, "Indonesia Sharia Economic Legislation as a Legal Frame Post Reformation," *J. Legal Ethical & Regul. Issues* 24 (2021): 1.

international treaties, forming the foundation for the analysis. Supplementary sources encompass draft legislation, research outcomes, and scholarly publications, offering interpretations and contextual insights to bolster the analysis of primary materials.

This study employs literature review as a method of data collection, comprehensively examining existing literature on the prohibition of social commerce activities on TikTok Shop through a *fiqh* lens, while considering aspects of Sharia compliance and economic justice. This approach is consistent with Soerjono Soekanto's perspective, which advocates for literature studies as the primary method for data collection in normative legal research.¹¹ Moreover, this study employs a deductive analysis method, deriving conclusions from general principles to specific instances.¹² This approach utilizes statutory regulations governing online transactions in Indonesia as the central premise. Simultaneously, the prohibition of social trading activities on TikTok Shop—scrutinized through a *fiqh* lens emphasizing Sharia compliance and economic justice—serves as a subordinate argument. This methodical examination aids in implementing the legal framework to regulate social commerce entities effectively.

Regulations on Online Transactions (TikTok Shop)

The overflow in demand for online business models, driven by convenience and cost reduction, requires a deep understanding of relevant rules and regulations to ensure smooth transactions. The Indonesian Government has refined online commerce regulations to adapt to technological advancements. Key legislations include Trade Law Number 7 of 2014, which mandates complete and accurate data provision for online transactions, adherence to Information and Electronic Transactions Law, and resolution of disputes through judicial or alternative means. Non-compliance may lead to administrative sanctions to ensure transparency and accountability in online transactions for consumers and businesses.

The expansion of online business models, fueled by convenience and cost-effectiveness, has significantly transformed the commercial landscape. In Indonesia, as in many other countries, this digital shift has necessitated a robust regulatory framework to govern online commerce effectively.¹³ Understanding and adhering to these regulations are imperative for businesses, including those operating on platforms like TikTok Shop, to ensure smooth and legally compliant transactions.

The Indonesian Government has recognized the importance of regulating e-commerce and has continually refined existing regulations to keep pace with technological advancements and emerging business models. One of the primary legislative pillars governing online transactions is Trade Law Number 7 of 2014. This law sets out essential provisions and guidelines for conducting online business activities, emphasizing the need for complete and accurate data provision during transactions. This regulation aims to enhance consumer confidence and trust in online transactions by mandating transparent and reliable data exchange while promoting fair business practices. Additionally, online businesses in Indonesia are subject to the Information and Electronic Transactions Law, which establishes the legal framework for electronic transactions, electronic signatures, and data

¹¹ Soerjono Soekanto, *Pengantar Penelitian Hukum* (Jakarta: Universitas Indonesia, 1986), 14.

¹² Peter Mahmud Marzuki, *Penelitian Hukum: Edisi Revisi* (Bandung: Prenada Media, 2017), 40.

¹³ Andi Fariana, "Legal Politics as a Catalyst in Forming Sharia Economic Legal System in the Indonesia's New Order and Reform Era," *Ijtihad: Jurnal Wacana Hukum Islam Dan Kemanusiaan* 21, no. 2 (2021): 197–211, <https://doi.org/10.18326/ijtihad.v21i2.197-211>.

protection. Compliance with this law is crucial for ensuring the security and integrity of online transactions and safeguarding sensitive information exchanged between businesses and consumers.

Furthermore, in the event of disputes arising from online transactions, businesses must resolve them through judicial or alternative means, as stipulated by Indonesian law. This provision underscores the importance of establishing effective dispute resolution mechanisms to address conflicts swiftly and fairly, thereby preserving the credibility and integrity of e-commerce platforms.

Non-compliance with these regulations may result in administrative sanctions imposed by regulatory authorities. These sanctions serve as deterrents against unethical business practices and aim to uphold transparency and accountability in online transactions. By enforcing regulatory compliance, the Indonesian Government seeks to protect the rights and interests of consumers and businesses engaged in online commerce, fostering a conducive environment for sustainable economic growth and digital innovation. Therefore, navigating the regulatory landscape governing online transactions in Indonesia requires a comprehensive understanding of relevant laws and regulations. Businesses, including those operating on platforms like TikTok Shop, must prioritize compliance to ensure legal certainty, consumer protection, and the continued growth and success of the digital economy. By adhering to regulatory requirements and promoting ethical business practices, online businesses can build trust, foster consumer confidence, and contribute to the overall development of Indonesia's e-commerce ecosystem.

Government Regulation Number 80 of 2019 comprehensively regulates electronic trading activities, covering parties involved, procedures, obligations, advertising, contracts, payments, and dispute resolution. It addresses personal data protection and monitoring of electronic trading. Issued in response to Law Number 7 of 2014, it was signed by President Joko Widodo on November 20, 2019, and promulgated by Minister Yasonna H. Laoly on November 25, 2019. Officially published in the State Gazette of Indonesia in 2019, it provides detailed explanations in the supplement under Number 6420.

Government Regulation Number 80 of 2019 represents a significant milestone in regulating electronic trading activities in Indonesia. This comprehensive regulation covers a wide array of aspects, including the parties involved in electronic trading, procedural guidelines, obligations of stakeholders, rules governing advertising, contract formation, payment methods, and mechanisms for dispute resolution. One of the vital focal points of Government Regulation Number 80 of 2019 is protecting personal data in electronic transactions. With the increasing prevalence of digital transactions, safeguarding individuals' privacy and sensitive information has become paramount. This regulation outlines specific measures and protocols to ensure the proper handling and protection of personal data exchanged during electronic trading activities,¹⁴ thereby enhancing consumer trust and confidence in online transactions. Furthermore, the regulation introduces mechanisms for monitoring electronic trading activities to promote transparency and accountability within the digital marketplace. By implementing monitoring procedures, regulatory authorities can effectively oversee electronic trading platforms, identify potential irregularities or violations, and take appropriate enforcement actions to maintain the market's integrity.

Government Regulation Number 80 of 2019 directly responds to the provisions in Law Number 7 of 2014, which established the legal framework for electronic transactions in Indonesia.

¹⁴ Andrii Shabalin et al., "Use of Digital Technologies in Judicial Proceedings in Some Countries of Europe and the USA," *PETITA: Jurnal Kajian Ilmu Hukum dan Syariah* 9, no. 1 (2024): 01–17.

By issuing this regulation, the government seeks to refine further and strengthen the regulatory framework governing electronic trading activities, ensuring alignment with evolving technological advancements and emerging trends in the digital economy.

President Joko Widodo officially signed this regulation on November 20, 2019, and promulgated by Minister Yasonna H. Laoly on November 25, 2019. Its publication in the State Gazette of Indonesia, under Number 6420, signifies its legal validity and enforceability. The detailed explanations in the supplement accompanying the regulation offer valuable insights and clarifications on its various provisions, facilitating better understanding and implementation by stakeholders involved in electronic trading activities. In summary, Government Regulation Number 80 of 2019 represents a pivotal step towards enhancing Indonesia's electronic trading regulatory framework. By addressing key aspects such as personal data protection, monitoring mechanisms, and procedural guidelines, this regulation aims to promote a safe, secure, and transparent environment for electronic commerce, fostering the continued growth and development of Indonesia's digital economy.

Government Regulation Number 80 of 2019 covers all electronic trading activities, online or offline, involving business actors and consumers. The Consumer Protection Law outlines consumer and business actor rights and obligations, prohibiting the sale of non-conforming goods and mandating halal production and expiration dates for consumer safety. Compliance with these laws is essential for ethical standards and consumer trust. Understanding the Law Concerning Information and Electronic Transactions (UU ITE) is crucial for online business actors, as it governs electronic transactions and recognizes electronic evidence as legally binding. Adherence to UU ITE provisions ensures the legality and validity of online transactions in Indonesia.¹⁵

Government Regulation Number 80 of 2019 represents a comprehensive legal framework governing all electronic trading activities, whether online or offline, involving business actors and consumers in Indonesia. This regulation encompasses various aspects of electronic commerce, ranging from procedural guidelines to consumer protection measures, aiming to ensure fair and transparent transactions within the digital marketplace.

Under the purview of Government Regulation Number 80 of 2019, the Consumer Protection Law assumes a central role in safeguarding the rights and interests of consumers while delineating the obligations of business actors. This legislation sets forth stringent requirements, prohibiting the sale of non-conforming goods and mandating halal production standards and expiration dates for consumer safety. Compliance with these provisions is crucial for upholding ethical standards and fostering consumer trust and confidence in the marketplace.

Furthermore, understanding the Law Concerning Information and Electronic Transactions is imperative for online business actors operating in Indonesia. This legislation serves as the primary legal framework governing electronic transactions, establishing rules and guidelines for online commerce. Of particular significance is the recognition of electronic evidence as legally binding, underscoring the importance of maintaining accurate and verifiable records in electronic transactions.

Adherence to the provisions outlined in the Information and Electronic Transactions Law is essential for ensuring the legality and validity of online transactions conducted within Indonesia.

¹⁵ M. Noor Harisudin and Muhammad Choriri, "On The Legal Sanction Against Marriage Registration Violation in Southeast Asia Countries: A Jasser Auda's Maqasid Al-Shariah Perspective," *Samarah: Jurnal Hukum Keluarga Dan Hukum Islam* 5, no. 1 (June 30, 2021): 471-95, <https://doi.org/10.22373/sjkh.v5i1.9159>.

By complying with these regulations, online business actors can mitigate legal risks, enhance transactional security, and uphold the integrity of the digital marketplace. Moreover, adherence to the Information and Electronic Transactions Law provisions promotes consumer rights and protection, fostering a conducive environment for sustainable economic growth and digital innovation. In conclusion, Government Regulation Number 80 of 2019, alongside the Consumer Protection Law and the Law Concerning Information and Electronic Transactions, forms the cornerstone of the regulatory framework governing electronic trading activities in Indonesia. By adhering to these laws and regulations, businesses can uphold ethical standards, ensure consumer protection, and promote trust and confidence in the burgeoning digital economy of Indonesia.

In Indonesia, TikTok users must comply with Minister of Trade Regulation (Permendag) Number 31 of 2023, which regulates business licensing, advertising, development, and supervision of trading actors through electronic systems (PPMSE). Specifically, this regulation prohibits TikTok Shop, an official social commerce platform, from conducting trading activities. Compliance with these regulations is obligatory for all TikTok users involved in transactions within the Indonesian market. TikTok users engaging in commercial activities are subject to compliance with Minister of Trade Regulation (Permendag) Number 31 of 2023. This regulation provides a comprehensive framework governing various aspects of electronic commerce, including business licensing, advertising practices, development initiatives, and supervision of trading actors operating through electronic systems (PPMSE). One of the provisions outlined in this regulation prohibits sales activities conducted on TikTok Shop, an official social commerce platform affiliated with the TikTok application.

The prohibition on sales activities through TikTok Shop underscores the regulatory stance aimed at ensuring transparency, consumer protection, and fair competition within the digital marketplace. By restricting sales activities on TikTok Shop, the Indonesian government seeks to regulate the proliferation of commercial transactions conducted through social media platforms and uphold the integrity of formal e-commerce channels.

Compliance with Minister of Trade Regulation Number 31 of 2023 is mandatory for all TikTok users involved in transactions within the Indonesian market. Failure to adhere to these regulations may result in legal consequences, including administrative sanctions or penalties imposed by regulatory authorities. Therefore, TikTok users, particularly those engaged in commercial activities, must familiarize themselves with the provisions outlined in this regulation and ensure strict compliance to avoid potential repercussions. TikTok users need to recognize the regulatory environment in which they operate and take proactive measures to comply with relevant laws and regulations. By adhering to regulatory requirements, TikTok users can contribute to the promotion of ethical business practices, consumer trust, and the overall integrity of the digital marketplace in Indonesia.

In summary, Minister of Trade Regulation Number 31 of 2023 is pivotal in shaping the regulatory landscape for electronic commerce in Indonesia, particularly concerning social commerce activities conducted on platforms like TikTok Shop. Compliance with these regulations is imperative for TikTok users seeking to conduct commercial transactions within the Indonesian market, ensuring legal certainty and regulatory compliance in their business endeavors.

Reasons for Prohibiting the Use of TikTok Shop Services as an Online Trading in Indonesia

Indonesia, with the world's largest Muslim population, is conducive to applying Islamic law principles alongside civil and customary law.¹⁶ The recent closure of TikTok Shop is attributed to social commerce regulations.¹⁷ TikTok Shop functions mainly as a promotional platform. Thus, users are banned from transactions to regulate business activities and advertising practices. Minister of Trade Regulation Number 50 of 2020 stipulates these regulations, further reinforced by a revised Ministerial Regulation in September 2023, which prohibits social trading platforms from facilitating transactions. While social commerce platforms can promote goods and services, they cannot offer transaction facilities, serving solely as promotional avenues.

The TikTok owner of the Chinese social media platform ByteDance launched "TikTok Shop" in the UK, its first market outside Asia.¹⁸ This feature aims to introduce QVC (Quality, Value, Convenience) style shopping, emphasizing quality, value, and convenience, to billions of users globally. In the past year, brands and influencers have utilized social media platforms to conduct live selling of products through clickable yellow baskets in the interface (Financial Times). TikTok, with its extensive social presence, has emerged as a desirable platform for brands to engage with, leveraging its established reputation as a social institution.¹⁹ The creators of the TikTok app have made it difficult for US competitors, like Snapchat, Instagram, and YouTube, to maintain a strong user community and keep creating platforms. The TikTok app is becoming a place for brands to experiment with its services and market their products using promotional hashtags and takeover video ads.²⁰

TikTok, originally known as *Douyin* in China, shares its origins and ownership with ByteDance, based in Beijing.²¹ *Douyin* predates TikTok and shares its sophisticated algorithm, which has greatly contributed to TikTok's worldwide popularity.²² As the most widely used app globally, TikTok permits users to craft 15-second videos enriched with filters, music, and diverse features.²³ It serves as both an entertainment hub for users and a platform for businesses to advertise products and services.²⁴

¹⁶ Hisam Ahyani, Memet Slamet, and Tobroni, "Building the Values of Rahmatan Lil 'Alamin for Indonesian Economic Development at 4.0 Era from the Perspective of Philosophy and Islamic Economic Law," *Al-Ihkam: Jurnal Hukum & Pranata Sosial* 16, no. 1 (June 27, 2021): 111–36, <https://doi.org/10.19105/al-lhkam.v16i1.4550>.

¹⁷ Hisam Ahyani, Ais Surasa, and Santi Suryani, "Idealitas Penegakan Hukum Yang Baik (Ideal) Menurut Gaya Moral Di Indonesia," *Al-Mawarid Jurnal Syariah Dan Hukum (JSYH)* 3, no. 2 (2021): 105–18, <https://doi.org/10.20885/mawarid.vol3.iss2.art4>.

¹⁸ Samuel Hardman Taylor and Kellie St. Cyr Brisini, "Parenting the TikTok Algorithm: An Algorithm Awareness as Process Approach to Online Risks and Opportunities," *Computers in Human Behavior* 150 (January 1, 2024): 107975, <https://doi.org/10.1016/j.chb.2023.107975>.

¹⁹ Chandler Mordecai, "Anxiety: A Multimodal Discourse Analysis of Narrations of Anxiety on TikTok," *Computers and Composition* 67 (March 1, 2023): 102763, <https://doi.org/10.1016/j.compcom.2023.102763>.

²⁰ Richard Joiner et al., "The Effect of Different Types of TikTok Dance Challenge Videos on Young Women's Body Satisfaction," *Computers in Human Behavior* 147 (October 1, 2023): 107856, <https://doi.org/10.1016/j.chb.2023.107856>.

²¹ Yuyang Zhang et al., "Revealing Virtual Visiting Preference: Differentiating Virtual and Physical Space with Massive TikTok Records in Beijing," *Cities* 130 (November 1, 2022): 103983, <https://doi.org/10.1016/j.cities.2022.103983>.

²² Shaofeng Wang et al., "Exploring Effects of Intelligent Recommendation, Interactivity, and Playfulness on Learning Engagement: An Application of TikTok Considering the Meditation of Anxiety and Moderation of Virtual Reward," *Computers in Human Behavior* 149 (December 1, 2023): 107951, <https://doi.org/10.1016/j.chb.2023.107951>.

²³ Lilly Kauffman, Edmund M. Weisberg, and Elliot K. Fishman, "TikTok for Radiology Education: Is Now the Right Time?," *Current Problems in Diagnostic Radiology* 51, no. 6 (November 1, 2022): 826–28, <https://doi.org/10.1067/j.cpradiol.2022.06.001>. Facebook, Twitter, YouTube, Instagram, and Pinterest

²⁴ Claudette Pretorius, Darragh McCashin, and David Coyle, "Mental Health Professionals as Influencers on TikTok and Instagram: What Role Do They Play in Mental Health Literacy and Help-Seeking?," *Internet Interventions* 30 (December 1, 2022): 100591, <https://doi.org/10.1016/j.invent.2022.100591>.

Leveraging its distinctive special effects, TikTok facilitates effortless video creation, yielding captivating outcomes and rendering it an effective promotional tool.²⁵

TikTok Shop operates as an e-commerce platform, functioning as a business information system facilitating electronic sales and information storage.²⁶ It offers similar services to traditional marketplaces but stands out with notably lower prices and attractive promotions, prompting consumer purchases. Social media platforms like TikTok are invaluable for boosting sales for online businesses, particularly those without physical outlets. To maximize sales on TikTok, business owners must employ effective marketing strategies, such as creating engaging content about their products. This approach significantly influences sales on social media, particularly within the TikTok application.

TikTok offers diverse music options, encouraging user creativity in content creation. It is a popular social media platform worldwide, providing varied content such as songs, dances, and creativity, attracting many users for promotional purposes. The recently launched TikTok Shop in Indonesia serves as an innovative marketplace within the app. Additionally, TikTok provides an engagement rate feature for business owners and influencers to assess audience participation, offering insights for selling on TikTok Shop. As an e-commerce platform, TikTok Shop functions as a business information system facilitating sales through electronic channels, enabling the provision, retrieval, and storage of information, particularly related to commercial transactions and business operations.²⁷ TikTok Shop also provides the same services as marketplaces and e-commerce in general. Nevertheless, TikTok Shop offers highly competitive prices, significantly lower than those found on conventional marketplaces or e-commerce platforms, along with appealing promotions and even substantial discounts. This entices consumers to purchase products advertised within the TikTok application.²⁸

Social media platforms like TikTok will certainly be very useful for business people to increase product sales, especially for online business people who do not have an offline outlet or shop and only rely on social media as a place to sell.²⁹ Therefore, business people must have a marketing strategy to increase their sales, for example, by creating exciting content about the products being marketed. This is very influential in increasing sales on social media, especially the TikTok application.³⁰

The prohibition of social media platforms such as TikTok Shop in Indonesia stems from its dual functionality as both an e-commerce platform and a social media network. The Indonesian government has responded with Regulation of the Minister of Trade Number 31 of 2023, enhancing previous regulations effective since September 26. This aims to establish fair e-commerce standards

²⁵ Muhammad Shuhufi et al., "Islamic Law and Social Media: Analyzing the Fatwa of Indonesian Ulama Council Regarding Interaction on Digital Platforms," *Samarah: Jurnal Hukum Keluarga Dan Hukum Islam* 6, no. 2 (December 31, 2022): 823-43, <https://doi.org/10.22373/sjkh.v6i2.15011>.

²⁶ Ben Rein, "Making Science Education More Accessible: A Case Study of TikTok's Utility as a Science Communication Tool," *Neuroscience* 530 (October 15, 2023): 192-200, <https://doi.org/10.1016/j.neuroscience.2023.08.021>.

²⁷ Alessandra Vecchi and Louis Brennan, "Two Tales of Internationalization - Chinese Internet Firms' Expansion into the European Market," *Journal of Business Research* 152 (November 1, 2022): 106-27, <https://doi.org/10.1016/j.jbusres.2022.07.024>.

²⁸ Vincent Nijman et al., "Global Online Trade in Primates for Pets," *Environmental Development* 48 (December 1, 2023): 100925, <https://doi.org/10.1016/j.envdev.2023.100925>.

²⁹ Wen Zhang, Lili Yu, and Zhenzhen Wang, "Live-Streaming Selling Modes on a Retail Platform," *Transportation Research Part E: Logistics and Transportation Review* 173 (May 1, 2023): 103096, <https://doi.org/10.1016/j.tre.2023.103096>.

³⁰ Yogesh K. Dwivedi et al., "Metaverse beyond the Hype: Multidisciplinary Perspectives on Emerging Challenges, Opportunities, and Agenda for Research, Practice and Policy," *International Journal of Information Management* 66 (October 1, 2022): 102542, <https://doi.org/10.1016/j.ijinfomgt.2022.102542>.

by prohibiting social media platforms from engaging in e-commerce activities. The regulation focuses on aspects like business licensing and supervision of trading via electronic systems. The primary rationale behind this prohibition is economic justice, ensuring fairness in the e-commerce environment. Therefore, it is crucial to reassess the reasons for TikTok Shop's prohibition in Indonesia from a *fiqh* perspective, considering Sharia compliance and economic justice.

Analysis of Sharia Compliance and Economic Justice in Banning TikTok Shop Services as an Online Trading Platform in Indonesia

Sharia originates from the Quran and Sunnah, whereas Islamic law involves legal experts' interpretations of principles derived from these sources. To ensure adherence to Sharia compliance, it is crucial to establish technical regulations formulated by authorized institutions within a country's legal system, which reflect legal frameworks governing interactions among individuals (*muamalah*).³¹ It encompasses diverse facets of life, spanning from everyday conduct to financial dealings, business ethics, and societal and governmental norms. Some general principles of Sharia compliance include prohibition of the practice of usury (interest), and usury is the practice of giving or receiving interest or additions in financial transactions.³² Usury is considered a form of exploitation and is of course prohibited.³³ Meanwhile, Islamic ideals in an economic context are actually intended to be a medium for alleviating poverty, equalizing wealth, creating jobs and so on.³⁴ Such as the implementation of *maslaha mursala*, which is one of the main pillars in determining Islamic law (*istinbat al-ahkam*).

In Islamic business ethics, several principles guide transactions to ensure fairness, transparency, and adherence to religious values.³⁵ One such principle is the prohibition against fraud (*gharar*), which refers to uncertainty and ambiguity in transactions. Islam emphasizes the importance of clarity and transparency in contracts or transactions to avoid excessive uncertainty. This principle ensures that parties fully understand the terms and conditions, promoting trust and fairness in business dealings. Regarding modern platforms like TikTok Shop, Islam permits its utilization as long as it complies with existing rules and regulations, both Islamic and state laws. This highlights the significance of adhering to legal frameworks while conducting business activities, ensuring compliance with ethical standards set by both religious and governmental authorities.

Furthermore, Islam strictly prohibits speculation (*maysir*), the practice of gambling or chancy,³⁶ deeming it unethical and morally wrong.³⁷ Engaging in gambling contradicts the principles of

³¹ Ending Solehudin, Hisam Ahyani, and Haris Maiza Putra, "Study on Sharia Compliance Principles in Halal Tourism Business in Bandung Regency: An Implementation of Islamic Business Ethics Principles (Professional Ethics)," *Millah: Journal of Religious Studies* 23, no. 1 (February 29, 2024), <https://doi.org/10.20885/millah.vol23.iss1.art2>.

³² Zainal Abidin et al., "Al-Wasathiyah Fî al-Iqtishâd al-Islâmî: Ârâ'u 'Ulamâ Jam'iyati 'Nahdlatul Ulama' Bi Jawa al-Syarqiyah Haula 'al-Taraddud' Bi Sya'ini Fatâwa al-Fawâid al-Mashrîfiyah," *AL-IHKAM: Jurnal Hukum & Pranata Sosial* 18, no. 1 (June 30, 2023): 246–84, <https://doi.org/10.19105/al-lhkam.v18i1.6989>.

³³ Mark Koyama, "Evading the 'Taint of Usury': The Usury Prohibition as a Barrier to Entry," *Explorations in Economic History* 47, no. 4 (October 1, 2010): 420–42, <https://doi.org/10.1016/j.eeh.2009.08.007>.

³⁴ Jamal Abdul Aziz, "Islamic Banking in Global Economic Context (Critical Studies of Operational System and Performance of Islamic Banking)," *Al-Ihkam: Jurnal Hukum & Pranata Sosial* 12, no. 2 (2017): 343–61, <https://doi.org/10.19105/al-lhkam.v12i2.1301>.

³⁵ Ending Solehudin and Hisam Ahyani, "Legal Compliance on Sharia Economics in Halal Tourism Regulations," *Petita: Jurnal Kajian Ilmu Hukum Dan Syariah* 9, no. 1 (January 29, 2024): 58–79, <https://doi.org/10.22373/petita.v9i1.224>.

³⁶ Kefi Miftachul Ulum, and Mohammad Khoirul Ulum, "Screening Standards In Sharia Capital Market Investor", *El-Mashlahah* 13, no. 1 (2023): 77–91, <https://doi.org/10.23971/el-mashlahah.v13i1.5791>.

³⁷ Abdul Syatar et al., "The Development of Fatwas Based on Local Wisdom to the National Level: A Case Study of Panaik Money Fatwa," *El-Mashlahah* 13, no. 2 (2023): 133–50.

fairness and mutual benefit upheld in Islamic business transactions.³⁸ Instead, Islam emphasizes fulfilling rights and obligations in contracts, emphasizing fairness and ensuring that both parties benefit equitably from the transaction. This principle prohibits any form of injustice or exploitation, reinforcing the ethical standards governing business conduct in Islam.³⁹

Additionally, Islam prohibits the use of *haram* goods or engaging in activities considered forbidden by Islamic law in business transactions. This principle underscores the importance of conducting business that aligns with Sharia compliance standards, ensuring ethical integrity in all dealings. In essence, Islamic business ethics prioritize honesty, transparency, and respect for the rights of others. Islam encourages ethical behavior in all aspects of business, emphasizing the importance of upholding moral values while pursuing economic activities. By adhering to these principles, individuals and businesses can foster trust, integrity, and social responsibility within the economic realm, contributing to a fair and just society guided by Islamic principles.

In business, it is crucial to prioritize justice and social welfare, as Islam advocates fair distribution of wealth and profits to benefit society. This includes adhering to Sharia principles in financial practices like zakat, waqf, and sadaqah.⁴⁰ Islam encourages Muslims to allocate wealth to help those in need through obligatory zakat and voluntary sadaqah.⁴¹ Furthermore, within the realm of commerce, it is imperative to prioritize justice and societal welfare, a principle deeply rooted in Islam which advocates for equitable distribution of wealth and profits to uphold the well-being of society at large.⁴² Moreover, Islam underscores the significance of each Muslim allocating a segment of their wealth to aid those in need through obligatory alms (*zakat*) and voluntary donations (*sadaqah*).⁴³ Consequently, conducting business in line with Sharia necessitates upholding equitable economic principles alongside fulfilling prescribed acts of benevolence, including financial practices entailing zakat and sadaqah.⁴⁴

Sharia compliance holds significant importance in Islamic economics, serving as a guiding principle in *muamalah*, particularly within Muslim finances.⁴⁵ This concept extends beyond financial transactions and can be applied to daily life, ensuring that actions and dealings align

³⁸ Fadia Adzani, "The Compatibility of Cryptocurrency and Islamic Finance Law," *Proceeding of Annual International Conference on Islamic Economics (AICIE)*, Vol. 2. No. 1. 2023..

³⁹ Amir Fazlim Jusoh Yusoff and Iffah Abd Razak, "Sharia Issues on Loot Boxes in Online Games and Esport," *Samarah: Jurnal Hukum Keluarga Dan Hukum Islam* 7, no. 1 (March 31, 2023): 341–56, <https://doi.org/10.22373/sjhk.v7i1.16023>.

⁴⁰ Ali Murtadho Emzaed et al., "Restriction of Islamic Civil Society Participation: Genealogy of Zakat Legal Politics and Its Centralized Management in Indonesia," *Journal of Islamic Law (JIL)* 4, no. 2 (August 9, 2023), <https://doi.org/10.24260/jil.v4i2.1444>.

⁴¹ Rasiem Rasiem et al., "Integration of New Media and Prophetic Communication Enhanced for Zakah, Infāq, Ṣadaqah, and Waqf Fundraising: A Case Study of Baitulmaal Munzalan Indonesia," *Journal of Islamic Law (JIL)* 4, no. 1 (February 15, 2023), <https://doi.org/10.24260/jil.v4i1.1167>.

⁴² Hudzaifah Achmad Qotadah, Ali Chamani Al Anshory, and Adang Darmawan Achmad, "Cultured Meat for Indonesian Muslim Communities: A Review of Maslahah and Prospect," *Al-Istinbath: Jurnal Hukum Islam* 7, no. 2 November (2022): 329–46.

⁴³ Hisam Ahyani et al., "Management of Zakat at the National Amil Zakat Agency (Baznas) in Banjar City, West Java through Data-Based Digitalization in Era 4.0," *Jurnal Pengabdian Dan Pemberdayaan Masyarakat Indonesia* 2, no. 1 (January 5, 2022): 16–22, <https://doi.org/10.59247/jppmi.v2i1.63>.

⁴⁴ Abdurrohman Kasdi and Khoiril Anwar, "Inheritance Distribution of Adopted Children in The Perspective of Customary Law and Islamic Law Compilation: Case Study of the Application of Inheritance Law in Kudus," *Al-Ahkam* 29, no. 2 (November 7, 2019): 141–58, <https://doi.org/10.21580/ahkam.2019.29.2.4203>.

⁴⁵ Asep Saefullah et al., "Sharia Economy in the Sultanates of Cirebon and Mataram: A Historical Study," *Ahkam: Jurnal Ilmu Syariah* 23, no. 2 (2023): 351–76, <https://doi.org/10.15408/ajis.v23i2.32049>.with four steps. These are heuristics, criticism, interpretation, and historiography. Data comes from historical artifacts, archives and manuscripts. Data was collected through library research, field observations, and FGD (Focused-Group Discussion

with Islamic teachings and principles.⁴⁶ In other words, economic justice is a fundamental concept that revolves around the equitable distribution of economic resources, opportunities, and benefits among members of society. The overarching objective of economic justice is to foster a society where each individual or group has equal access to resources and opportunities, thereby enabling them to achieve economic prosperity. At its core, economic justice entails the fair distribution of wealth and income. This involves ensuring that the benefits derived from economic activities are distributed equitably, thereby preventing any single group or individual from experiencing undue advantage or disadvantage. Economic justice strives to create a balance wherein no entity suffers disproportionately or reaps excessive benefits from economic endeavors.⁴⁷

Economic justice ensures equal access to opportunities, protects against exploitation, and aims for community welfare and sustainable development. The Indonesian government's prohibition of TikTok Shop aligns with this principle, aiming to maintain public order and fairness in the economy. From an Islamic perspective, the government's intervention serves *maslaha*, or the public interest, by avoiding transactions involving uncertainty (*gharar*)⁴⁸ that could harm buying and selling processes.⁴⁹ Therefore, from a *fiqh* perspective, the prohibition on users of the TikTok Shop application in Indonesia entails a restriction on conducting social commerce transactions. TikTok Shop, functioning as a social commerce platform, merges social media capabilities with direct product and service sales. Through social commerce, users of TikTok Shop can engage in shopping and transactions seamlessly within the social media environment without the need to navigate to external platforms.⁵⁰

Based on a review of Sharia compliance and economic justice, these activities cause losses to conventional (offline) sellers. So the main reason for the ban is to maintain public order (*maslaha*), namely maintaining market stability (*hifz al-mal*), and maintaining the common interests of fellow sellers and not destroying the market (sharing profits), and upholding each other (truth), and being fair (*al-'adl*) towards others.⁵¹

This concept aligns with Imam al-Shatibi's view, which states that God revealed sharia solely for the welfare and prevention of damage (*jalbul masalih wa dar'ul mafasid*).⁵² Essentially, the regulations outlined in Islamic law by God are intended for the welfare and benefit of humanity. Similarly, Jasser Auda echoes this notion in his theory, referred to as the systems approach in Islamic law. According to this approach, public interest (*maslaha*) and necessity (*daruriyat*) are fundamental principles that must be upheld.

⁴⁶ Zawawi Zawawi et al., "Waqf and Sustainable Development Law: Models of Waqf Institutions in the Kingdom of Saudi Arabia and Indonesia," *Ijtihad: Jurnal Wacana Hukum Islam Dan Kemanusiaan* 23, no. 1 (July 10, 2023): 93–114, <https://doi.org/10.18326/ijtihad.v23i1.93-114>.

⁴⁷ Asmadi Mohamed Naim et al., "E-Wallet Models: An Appraisal of Shariah Related Issues," *AHKAM : Jurnal Ilmu Syariah* 23, no. 2 (December 31, 2023), <https://journal.uinjkt.ac.id/index.php/ahkam/article/view/26596>. "plainCitation": "Asmadi Mohamed Naim et al., "E-Wallet Models: An Appraisal of Shariah Related Issues," *AHKAM : Jurnal Ilmu Syariah* 23, no. 2 (December 31, 2023

⁴⁸ Muhammad Maksum and Nur Hidayah, "The Mechanism of Avoiding Riba in Islamic Financial Institutions: Experiences of Indonesia and Malaysia," *JURIS (Jurnal Ilmiah Syariah)* 22, no. 2 (December 15, 2023): 235–44, <https://doi.org/10.31958/juris.v22i2.6952>.

⁴⁹ Muhammad Fuad Zain, "Mining-Trading Cryptocurrency Dalam Hukum Islam," *Al-Manahij: Jurnal Kajian Hukum Islam* 12, no. 1 (June 22, 2018): 119–32, <https://doi.org/10.24090/mnh.v12i1.1303>.

⁵⁰ Shanshan Wang and Xin Guo, "Strategic Introduction of Live-Stream Selling in a Supply Chain," *Electronic Commerce Research and Applications* 62 (November 1, 2023): 101315, <https://doi.org/10.1016/j.elerap.2023.101315>.

⁵¹ Naim et al., "E-Wallet Models." specifically related to the relationship of the involved parties in the contract (operators, customers, and third parties

⁵² Abu Ishaq Ibrahim bin Musa Syatibi, *Al-Muwafaqat Fi Ushul AsySyari'ah* (Kairo: Musthafa, n.d.), 116.

System analysis plays a crucial role in determining the validity of legal intentions within the framework of broader societal objectives aimed at promoting welfare and preventing harm. By employing systematic analysis, legal rulings can be evaluated to ensure they align with these overarching goals, thereby contributing to the well-being and stability of society. Moreover, recent trends in e-commerce platforms have seen a notable transition, exemplified by the shift from TikTok Shop to Tokopedia for conducting transactions. This transition reflects the dynamic nature of the digital marketplace, where platforms evolve and adapt to changing consumer preferences and market dynamics.

The move towards a marketplace platform like Tokopedia underscores the importance of staying abreast of technological advancements and market trends in the e-commerce landscape. Such transitions may be driven by various factors, including the need for enhanced user experience, improved security measures, or broader strategic considerations by businesses operating in the digital sphere.

In essence, the evolution of e-commerce platforms highlights the continuous innovation and adaptation required to meet consumers' evolving needs and preferences in an increasingly digitalized world. By embracing these changes and leveraging technological advancements, businesses can position themselves to thrive in online commerce's competitive landscape while ensuring compliance with legal and regulatory requirements to safeguard consumer interests and promote societal welfare.

Melissa Siska Juminto, the President of Tokopedia, announced that this transition marks a trial period during which Tokopedia will focus on supporting local Micro, Small, and Medium Enterprises (MSMEs). This support encompasses a range of joint programs spanning from upstream to downstream sectors.⁵³ *Firstly*, Tokopedia is committed to developing MSMEs involved in traditional industries such as cloth, coffee, and dried fruits. This involves providing support for production improvement through various training initiatives, including technological advancements and modernization, as well as enhancing store operations. Additionally, Tokopedia offers digital promotion support, including livestream promotions, short videos, and specialized campaigns on online platforms. Moreover, creator support programs, such as the local product affiliate program, aim to bolster the participation of local entrepreneurs. *Secondly*, Tokopedia is dedicated to the development of technological human resources by fostering talent and implementing IT curriculum initiatives across various campuses. *Lastly*, Tokopedia is actively promoting local products in international markets, particularly in industries such as clothing, packaged food, accessories, and agate, thereby expanding opportunities for local MSMEs to access global markets.

Based on the provided explanation regarding the integration of TikTok Shop with Tokopedia, this study concludes that from the perspective of Islamic law, the integration signifies a form of adaptation aimed at harmonizing Sharia compliance with economic justice. This integration is envisioned to safeguard the assets (*hifz al-mal*) of e-commerce businesses like TikTok Shop. Furthermore, this integration aligns with the perspective advocated by Ibn Qayyim, who posited that legal rulings can evolve in response to changes in time and circumstance (*taghayyur al-ahkam*

⁵³ Intan Rakhmayanti Dewi, "TikTok Gandeng Tokopedia, Data Warga RI Milik Berdua?," *CNBC Indonesia*, 2023, <https://www.cnbcindonesia.com/tech/20231212131823-37-496476/tiktok-gandeng-tokopedia-data-warga-ri-milik-berdua%0A>.

bitaghayyur al-azminah wa al-amkinah).⁵⁴ Such legal transformations are rooted in the principle of “*la yunkiru taghayyur al-ahkam bitaghayyur al-azman wa al-ahwal*”, emphasizing the flexibility of Islamic law to adapt to contemporary developments. This flexibility underscores Islam’s relevance across diverse historical periods, climates, and cultures worldwide. Ibn Qayyim articulates the meaning of Islam with a dynamic meaning that means it is constantly evolving to respond to the needs and challenges of an ever-evolving society. This adaptability allows Islamic principles to remain applicable and responsive to changing times, ensuring their enduring relevance and effectiveness in guiding human behavior and affairs.

From a *fiqh* perspective, the prohibition on engaging in social commerce transactions is rooted in a comprehensive review of Sharia compliance and economic justice principles. This prohibition is guided by the concept of *maslaha*, which denotes the preservation of public interest and welfare. By prohibiting social commerce transactions, particularly for users of the TikTok Shop application, several underlying objectives are sought to be achieved. *Firstly*, The prohibition maintains market stability (*hifz al-mal*) by preventing disruptions or distortions that may arise from unregulated social commerce activities. This helps safeguard the interests of sellers and consumers alike, ensuring fair competition and market equilibrium. *Secondly*, the prohibition aims to protect the common interests of sellers by preventing practices that could lead to market saturation or unfair competition. By limiting social commerce transactions, the integrity of the marketplace is preserved, fostering an environment conducive to sustainable economic growth. Furthermore, The prohibition upholds principles of truth (*haqq*) and fairness (*al-‘adl*) in commercial dealings. By discouraging social commerce transactions, particularly those facilitated by the TikTok Shop application, adherence to ethical and equitable business practices is promoted, thereby fostering trust and integrity within the business community. In the broader context of *maqasid al-Sharia* (objectives of Islamic law), the prohibition on social commerce transactions aims to harmonize Sharia compliance with economic justice. By prioritizing the preservation of assets (*hifz al-mal*) for users of the TikTok application, this measure aligns with the overarching goal of promoting societal welfare and prosperity while adhering to Islamic legal principles.

Conclusion

Based on a *fiqh* perspective, the prohibition of conducting social commerce transactions is grounded in an examination of Sharia compliance and economic justice. The rationale behind this is to ensure benefits (*maslaha*), such as preserving market stability (*hifz al-mal*) and safeguarding the mutual interests of sellers, while also avoiding market disruption (sharing profits) and promoting honesty (*truth*) and fairness (*al-‘adl*) in dealings with one another. From the perspective of *maqasid al-Sharia* regarding the prohibition of social commerce transactions on the TikTok Shop application, the objective is to establish alignment between Sharia compliance and economic justice, thereby safeguarding assets (*hifz al-mal*) for TikTok application users. This research emphasizes the importance of prioritizing *maslaha* in prohibiting social commerce transactions, especially for users of the TikTok Shop application, this is based on a review of sharia compliance and economic justice. While government regulations are beneficial, they extend beyond mere prohibitions and dismissals. With

⁵⁴ Ibnul Qayyim Al Jauziyah and Basyir Muhammad Uyun, *Al Thuruq Al Hukmiyah Fi Siyâsat Al Syar’iyah, Tahqi* (Damaskus: Matba’ah Dar Al Bayan, 2005), 26.

the ongoing expansion of trade and continuous development of digital platforms, clear regulations become essential. It is imperative to organize and prepare the community ecosystem so that traders can adapt to the evolving landscape amidst the rapid proliferation of social media.

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