

## Islamic Marketing Aspects in View of Consumer Impulse Shopping Behavior on Fashion Products on Social Media Tiktok Shop

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### Abstract

*This research uses a qualitative descriptive method with a case study approach in analyzing things that happen to the scope of the research subject, and can also be used to describe how related research works. Data collection techniques carried out by researchers by means of interviews, observation and documentation. The results of this study are; first, the affiliate marketing business on tiktok is a newbusiness model which is a digital business that is currently viral among millennials, with the convenience offered by tiktok for tiktok users to join affiliate marketing, but must still follow the terms and conditions imposed by tiktok. As for suggestions and recommendations for affiliates in doing business, both on social media, TikTok and other media, so that they put heart and knowledge first in doing marketing, not to be tempted by instant results, as much is offered in content on social media. Marketing or reviewing a product, in addition to paying attention to the law of the goods being sold, also pays attention to ethics in marketing the product. As well as always studying the development of social media and digital business models so that they remain consistent and don't miss the latest information*

**Keywords:** Islamic Marketing, Impulse Behaviour, TikTok Shop

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### 1. INTRODUCTION

The shift from conventional business to modern technology-based business is increasingly rapid, the effects can be felt by both large-scale and micro-scale business actors, including aspects of human life that have changed along with the massive use of technology. (Febriandika, Utami and Millatina, 2023) This shows the potential that can be utilized by entrepreneurs to carry out business and marketing activities. (Faishol *et al.*, 2023) This phenomenon brings radical changes in the business world so that marketing is not only done through conventional media such as television, radio, newspapers, magazines, and so on, but can be done using new media, especially internet-based and digital media, such as social media. (Virgananda *et al.*, 2023)

Social media is an internet-based application that allows users to create and exchange information. (Lu, 2024) The positive impact of social media that is felt is interacting with each other, exchanging ideas and

knowledge and can be used as a medium for da'wah and business. (Lee *et al.*, 2024) Some social media that are often used are Instagram, Facebook and TikTok. One of the social media that is widely used by millennials and is on the rise is TikTok. (Giovane da Silva, Vilas Boas and Teodoro, 2023) TikTok is one of the new media based on information and communication technology that is familiar to the millennial generation has succeeded in becoming a social media with significant growth in the world. (Jou *et al.*, 2024)

In 2020, Indonesia became the second-ranked country with the largest number of active TikTok users in the world after the United States. There are 22.2 million monthly active users (monthly active users / MAU) of the tiktok application in 2020 with a few followers can join affiliate marketing. (Moreno-Cabanillas, Castillo-Esparcia and Gorostiza-Cerviño, 2024) Of course there is nothing wrong in

implementing a marketing strategy through tiktok that utilizes affiliate marketing. (Trade, 2023)

Of course there is nothing wrong in implementing a marketing strategy through TikTok that utilizes affiliates, as TikTok social media users who join affiliate marketing must pay attention to marketing principles that do not conflict with sharia, avoid lying by exaggerating product reviews in content or providing information that is not in accordance with reality. (Benjakul *et al.*, 2024)

As revealed by Muhammad Syakir Sula in his book *Sharia Marketing*, doing business based on sharia principles prioritizes honesty and does not harm others. in marketing products, whether in the form of content or products must still comply with sharia marketing rules. (Practices, 2024) This is in line with research conducted by Muhaimin which provides an explanation that the application of good and correct sharia marketing will have an impact on increasing product sales and consumer confidence in the product. (Wahyu *et al.*, 2023)

In the book *Sharia Marketing* Muhammad Syakir Sula tries to apply the principles of Islamic sharia in every business activity carried out by everyone. (Jornales, 2023) With sharia marketing, the entire process must not conflict with Islamic principles. (Sulastri, Mulyani and Efendi, 2024) As long as the business process can be guaranteed, or there is no deviation from sharia principles, then any transaction in marketing is allowed. (Hima, 2024)

Muhammad Syakir Sula also explains in his book *Islamic Marketing* the importance of a businessman emulating the nature of the Prophet as an example and strategy in good and blessed marketing. (Hua and Chiu, 2022) Thus, an affiliate marketing does not only market products by packaging them into interesting and good content or spreading product links as much as possible, but must think about how the marketing carried out by affiliate marketing with Tiktok media is in accordance with the provisions of the Sharia Law with Tiktok media is in accordance with sharia marketing rules and does not exceed sharia limits. (Wang and Oh, 2023)

From the description of the background that has been conveyed above, the researcher is interested in conducting a more in-depth study of the cases that occur in Tiktok affiliate marketing in the form of a paper with the title "Sharia Marketing Aspects in View of Consumer Impulse Shopping Behavior on Fashion Products on Tiktok Shop Social Media".

## **2. METHOD**

The method used is descriptive qualitative with a case study approach. case study approach. Research with descriptive qualitative is a research method by analyze things that occur within the scope of the research subject, furthermore that this descriptive method can be used to describe how related research goes. However, this method cannot produce a broad conclusion about a study. (Sopiah and Midisen, 2024)

## **3. RESULT AND DISCUSSION**

### **3.1. Result**

Affiliate marketing application model that has been running at this time is carried out clearly from the running party and in terms of the object or work being done. Affiliate marketing mechanisms do not contain elements that can damage contracts such as fraud, coercion, forgery and others that can harm affiliates (publishers) and potential customers. Because every merchant wants a good image from the public, committing fraud can create a bad image for the company and can harm the company itself.

Sharia compliance in every muamalah transaction needs to be considered for every perpetrator, because these muamalah transactions may become invalid or invalid in the eyes of the law and religion if they do not meet the provisions of sharia. In general, the practice and system of affiliate marketing is allowed in sharia because it fulfills the pillars and conditions in the contract and also the provisions of buying and selling. In muamalah fiqh, there is a fiqh rule that states that: "Basically, all forms of muamalah may be carried out unless there is evidence that forbids it."

This rule explains that any activity related to muamalah is permissible until there is an argument that forbids it so that the activity is prohibited. So in sharia principles that must be considered is to avoid all forms of prohibition in muamalah, especially in affiliate marketing practices. It is necessary to pay attention to the provisions of muamalah that are prohibited so that they are not carried out in affiliate marketing so that the practice of affiliate marketing is allowed marketing practices may be carried out. In the provisions of e-commerce buying and selling are the same as the provisions of "It is not allowed to buy and sell unclean or haram goods such as blood, carrion, and pork.

Because these objects according to Sharia cannot be used. Among carcasses, none are excluded except

fish and locusts, and among blood, none can be excluded except the liver and spleen, because there is evidence that indicates so it is also not permissible for merchants to sell stolen goods to potential customers. It does not contain elements of deception by the merchant, such as not providing goods that match the types and specifications ordered at the beginning of the contract. And it is not allowed to do buying and selling goods that are not yet clear (gharar). Being honest in every matter is a very commendable act that brings goodness.

This is ordered by Rasulullah SAW for each of his people in carrying out buying and selling activities, and other muamalah activities. According to his hadith which means: "From Abu Bakar As-Shidiq RA he said, the Messenger of Allah SAW said: It is obligatory for you to be honest, because honesty is with goodness, and both are in heaven. And keep yourself away from lying, because lying is with disobedience, and both are in hell". (H.R. Ibn Hibban)

All work mechanisms in affiliate marketing do not violate Islamic law. Because giving rewards is based on the success made by the publisher. Likewise, payments on affiliate marketing because there is no element of fraud committed, recording the success and the amount of reward is presented transparently by the merchant and given according to the amount of success. Although affiliate marketing made by merchants has no elements of fraud committed by merchants, forms of fraud can arise from an affiliate marketer or publisher.

The forms of fraud committed by publishers are based on lust and the desire to earn a lot of income from affiliate marketing his desire to earn a lot of income from affiliate marketing. All forms of fraud and fraud committed can damage the contract. To run an affiliate marketing system that is in accordance with sharia provisions, publishers also need to avoid or not do forms of prohibition in affiliate marketing. The first form of prohibition, publishers are prohibited from cheating. The form of fraud that can be committed by the publisher is to become a fake visitor who takes action on his affiliate link. Actually, the work of a publisher in affiliate marketing is to bring in visitors and take as many actions as possible instead, that way the number of successes made by the publisher continues to grow.

So that in this position the loser is the merchant, because he only gets the same visitors not different visitors or potential buyers. The second form of

publisher prohibition is to include advertisements that do not match the items being sold. In order to attract visitors to click or take action on affiliate advertisements, publishers can easily place advertisements that are not in accordance with what the merchant sells, by placing different images, listing cheaper prices and others. In this case, the one who is harmed is a prospective buyer or visitor, because he has been deceived by advertisements posted on the publisher's site so that the use of the visitor's internet is wasted for the benefit of the publisher.

The third form of publisher prohibition is spreading or displaying advertisements that are prohibited in Islamic law. In advertising we are also required not to advertise something that contains greater mudharat than its benefits. For example disseminating advertisements for liquor or alcohol, cigarettes, and others to pornographic advertisements. In the rules of ushul fiqh, it is stated that something that is causing mudharat must be eliminated, such as the rules of fiqh which means: "things that cause harm must be eliminated by sharia"

### **3.2. Discussion**

Affiliate marketing is an activity to help market other people's products by selling product info accurately that can attract visitors to come to the link site that we share, and assist in transactions so that every product that is informed can be according to customer desires. Every product sold through the link will get a percentage of the commission from the amount that can be sold, this is in line with how active it is in promoting the goods being sold.

In analyzing the data, the authors use Muhammad Syakir Sula's theory of sharia marketing, namely 4 characteristics of a marketer or marketing that can be a guide for tiktok affiliate marketing business actors. Namely:

Religiosity (rabbaniyah), an affiliator in carrying out product or service marketing activities on TikTok social media should have a religious spirit, with the ease offered by TikTok to join affiliate marketing, making all TikTok social media users have the same opportunity to do the new style business that TikTok does. Knowledge of the ethics and character of sharia marketers also needs to be understood by users of social media users who decide to engage in affiliate marketing.

Realistic, sharia marketers are realistic marketers with a clean, neat and unpretentious appearance, whatever the model or style of clothing they wear.

They work professionally and prioritize religious values, piety, moral aspects, and honesty in all their marketing activities. An affiliate in doing and running his affiliate marketing business, whether in making product videos, choosing audio, even in conveying or describing the product, must be real according to the product.

If it is felt that the product has deficiencies, it will provide information according to the circumstances it encounters in marketing the product, and vice versa if there are advantages, it will not exaggerate in reviewing or describing the products it markets, as exemplified by the Prophet who always explained the condition of the merchandise to the buyers completely and as it is.

Another specialty of sharia marketing is its universal humanistic nature. In the affiliate marketing business, which certainly will not avoid interacting with other people, even though it is done digitally through tiktok social media, the affiliate marketing business is a business that utilizes interactions with other people affiliate marketing is a business by utilizing social interaction, because the more viewers who see the products we market, or the more viewers who watch product review videos, it is hoped that more will buy these products, this provides a challenge for an affiliate to be humanistic, basically humanism is a technique in marketing but along with the times, marketing that uses a humanist approach is a strategy that uses a humanist approach.

Marketing that uses a humanist approach is a strategy that is quite successful in hooking consumers or buyers by doing humanist affiliate marketing is expected to become a controlled and balanced human being. Not a greedy human being, who justifies all means to achieve the greatest profit and is happy on the suffering of others or a human being whose heart is dry with social care.

#### **4. CONCLUSIONS**

From the description of the discussion about affiliate marketing sharia perspective. Muhammad Syakir Sula above, based on the results of research that has been conducted by researchers, and also based on the explanation of data analysis and problem formulation. by researchers, and also based on the explanation of data analysis and problem formulation in this study, the author's conclusion is that affiliate marketing is a new business style with tiktok social media. In this study, the author concludes that

Affiliate marketing is a new business style with TikTok social media as a provider platform, which in Muhammad Syakir Sula's view is sharia affiliate marketing as a provider platform, which in the view of Muhammad Syakir Sula sharia marketing is part of a business strategy that directs the process of offering, and changing the process of offering, and changing the business strategy that directs the process of offering, and changing value from an initiator to its stakeholders, whose entire process is in accordance with the contracts and principles of muamalah. with the contracts and principles of muamalah (business) in Islam.

In this case, sharia marketing always places Allah SWT as the interests (Ultimate Stakeholder) in marketing / companies so that all activities in it are based on Islamic principles so that all activities in it are based on sharia principles. And this is also what distinguishes between sharia marketing and conventional marketing conventional marketing, that in conventional marketing is not in conventional marketing is not based on the element of divinity in it, be it honesty, ethics, morals, and other Islamic values so that when it achieves success, it will be more successful other Islamic values so that when it achieves success, it will not last long. As well as in the thought of Muhammad Syakir Sula offering 4 characteristics of sharia marketing such as religious (rabba>niyah), ethical (akhlaqiyah), realistic (al-waqi "iyah), humanistic (insa>niyah). (insa>niyah). These four characteristics can be applied to affiliates marketing business on TikTok social media, starting from orientation or intention of doing an affiliate marketing business that is based on values, business ethics and marketing products on TikTok social media that are in accordance with sharia principles. tiktok social media in accordance with sharia principles, to the nature or character in marketing the product must be healed. The character in marketing the product must be sweet and not rigid, as well as doing business with the heart and modeling how sharia marketing is in the style of the Prophet Muhammad, who is famous for his sharia in the style of the Apostle Muhammad SAW, who is known as Al-A>min (a trusted person).

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