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## ONLINE BUYING AND SELLING ON SHOPEE IN THE PERSPECTIVE OF SHARIA ECONOMIC LAW: AN ANALYSIS OF CONTRACTS AND TRANSACTION PRINCIPLES

Tri Widia Wati<sup>1</sup>

STAI Rasyidiyah Khalidiyah Amuntai, Indonesia

[widiawidwati@gmail.com](mailto:widiawidwati@gmail.com)<sup>1</sup>

**ABSTRACT** Online buying and selling transactions through marketplace platforms such as Shopee have become a rapidly growing global phenomenon, including among the Indonesian Muslim community. This article aims to analyze the suitability of buying and selling transactions on Shopee with the principles of Sharia Economic Law, especially related to contracts and transaction principles. In the Sharia perspective, a transaction is considered valid if it meets the principles and conditions of the contract, namely the existence of the contracting party (seller and buyer), the object of the transaction, and clear *ijab* and *qabul*. This research uses a qualitative method with a normative-juridical approach, through the analysis of literature, fatwas, and regulations related to electronic transactions. The results of the study show that most transactions on Shopee are in accordance with the basic principles of contracts in Sharia Economic Law, such as the disclosure of information on goods and prices. However, there are several potential violations of sharia, especially related to the use of certain payment methods such as installments with interest and the risk of *gharar* (ambiguity) in product descriptions. Therefore, a deeper understanding of Islamic transactions is needed from Muslim users in order to be able to transact in accordance with Islamic values. This article provides recommendations for the development of more sharia-friendly marketplace features.

**KEYWORDS** Online Buying and Selling; Shopee; Sharia Economic Law Contracts; Pillars of Transactions.

### INTRODUCTION

The rapid development of digital technology has changed various aspects of human life, including the way of transacting. One of the most significant impacts of this digital revolution is the emergence of various e-commerce platforms that allow buying and selling transactions to be carried out online without having to meet directly between sellers and buyers. In Indonesia, marketplace platforms such as Shopee have become one of the main choices for consumers in conducting various buying and selling transactions. With features that make it easy to access products and services, Shopee has

become one of the main players in the Indonesian e-commerce ecosystem. (Lutfianti, 2022)

Marketplaces such as Shopee offer various conveniences for users, including a secure payment system, facilities to compare prices, and often attractive promotions. However, behind this convenience, there are a number of aspects that need to be considered from a legal point of view, especially for consumers and business actors who are Muslims. As the majority of Indonesia's population, Muslims have special attention to the halalness of a transaction, both in terms of products and processes. It is based on teachings in Sharia Economic Law, which

regulates financial and commercial transactions to conform to Islamic principles. (Azizah, 2020)

In the context of Sharia Economic Law, buying and selling transactions (*bai'*) are economic activities that are highly concerned. There are several conditions and principles that must be met in order for a transaction to be considered valid according to sharia law. For example, the contract (agreement) between the seller and the buyer must be clear and free from the elements of *gharar* (uncertainty) or *maysir* (speculation). In addition, transactions must not contain elements of *riba* (interest) and must ensure fairness for both parties. These principles often raise questions when applied in the context of transactions on digital platforms such as Shopee.

Shopee, as one of the leading e-commerce platforms in Indonesia, offers a variety of payment methods, delivery systems, and features that aim to facilitate transactions between sellers and buyers. However, from the perspective of Sharia Economic Law, some aspects of this transaction system require further study to determine whether they meet the requirements of a valid contract and the pillars of sale and purchase. For example, the use of digital wallets, deferred payment systems (COD), and discount promotions often raise questions related to their *halalness*. (Risald, 2021)

In addition, the cashback phenomenon, free shipping promotions, and installment payment methods offered by Shopee can raise concerns regarding the possibility of *riba* or uncertainty in transactions. In Sharia Economic Law, every profit must be obtained clearly and fairly, without any party being harmed or deceived. Therefore, it is important to analyze how buying and selling transactions on Shopee can be aligned with the principles of Sharia Economic Law to suit the needs of the Muslim community in Indonesia. (Samawi, 2020)

This study aims to provide an in-depth analysis of buying and selling transactions on the Shopee platform from the perspective of Sharia Economic Law. This research will focus on the contract used in each transaction, as well as examine whether the pillars of buying and selling stipulated in sharia are fulfilled in this online

buying and selling process. In addition, this study will also evaluate whether there are elements that have the potential to contradict sharia principles, such as uncertainty, *riba*, and injustice in transactions. Thus, this research is expected to make a significant contribution to the literature of sharia economic law, especially in the context of e-commerce transactions in Indonesia. (Anshori, 2023)

Through an analysis of contracts and transaction principles on Shopee, this study is expected to provide recommendations for Muslim business people and consumers to be able to transact in sharia on e-commerce platforms, as well as provide input for the development of regulations that better support the application of sharia principles in the digital world. This study is also expected to be a reference for legal experts, academics, and practitioners in understanding the challenges and solutions in harmonizing sharia economic law with the development of digital technology. (Qanitah An Nabila A'yun, 2021)

Thus, it is important to further explore how the transaction system on Shopee can be integrated with the principles of Sharia Economic Law, so that the Muslim community in Indonesia can continue to carry out their economic activities in a *halal* manner and in accordance with religious teachings.

Previous research related to online buying and selling from the perspective of Sharia Economic Law has been carried out by several researchers. Several studies have focused on analyzing the conformity of online transactions with sharia principles, especially on e-commerce platforms such as Shopee.

Research by Andi with the results of the study stated that buying and selling transactions on e-commerce platforms such as Shopee have several potential violations of the principles of sharia contracts, such as unclear goods (*gharar*) and payment delays (*bay' al-istisna'*). However, Shopee has adopted several mechanisms that are in accordance with sharia principles, such as the cash on delivery feature and clear settings about prices and product descriptions. (Rafiah, 2019)

Research by Rahmawati found that most transactions on Shopee still need supervision

related to transaction principles. Some of the problems found include the unclear condition of the goods and the condition of the goods that are different from those shown. However, the contract used in the payment and return system is in accordance with the principle of muamalah in Islam. (Annisa Widilia Rahmawati, 2023)

Research by Yusuf with the results of the research focuses on the implementation of the salam contract in pre-order transactions at Shopee. The results show that this pre-order mechanism is in line with the salam contract in Islam, where the ordered goods are not available at the time of the transaction but will be delivered at a later date. Even so, there are still problems related to delivery delays that sometimes cause consumer dissatisfaction. (Helmy Syamsuri, 2024)

Research by Fitriani with the results of the research that Shopee provides a diverse contract structure, but it is often unclear for general users. Many users are not aware of the concept of sharia in online buying and selling, so this study suggests further education for consumers regarding contracts used in online transactions. (Rahmawati, 2021)

The novelty of research related to online buying and selling on Shopee in the perspective of sharia economic law: contract analysis and transaction principles lies in a specific focus on the Shopee e-commerce platform, which is one of the largest marketplaces in Indonesia and Southeast Asia. Unlike previous research that generally discussed the concept of sharia e-commerce in general or focused on the halal aspect of products, this study focuses on an in-depth analysis of the mechanism of digital contracts (akad) and how sharia principles are applied in transactions on Shopee, involving millions of users and merchants.

Previous research, such as those conducted by *Hidayatullah* (2021) which discusses the role of sharia fintech in e-commerce transactions, and *Rahman* (2020) which focuses more on aspects of sharia economic law in online transactions, are still limited to general studies without deepening contractual aspects on

specific platforms. This research brings novelty by analyzing digital sales and purchase contracts that occur on Shopee, ranging from *ijab qabul*, the validity of the contract, to the involvement of third parties (for example, delivery services or payment gateways), as well as examining whether the transaction mechanism on Shopee, including discounts, cashback, and installment features, is in accordance with the sharia prohibition on *riba*, *gharar*, and *maysir*.

In addition, this study will also discuss sharia supervision and guarantee in transactions that occur on Shopee, which has not been discussed in detail in previous research. Another novelty is a more practical approach with a case study on Shopee, compared to the normative study that is often used in previous studies. It makes a new contribution in understanding how popular e-commerce platforms can adapt to the principles of sharia economic law, while also offering insights for the development of sharia businesses in the digital era.

## METHODS

The research method used in this article is a qualitative approach with a type of normative legal research. This approach aims to analyze the suitability of online buying and selling transactions on Shopee with the principles of Sharia Economic Law, especially related to contracts and transaction principles. The main data sources in this study include sharia legal documents such as the Qur'an, Hadith, as well as fatwas from the National Sharia Council (DSN) and literature related to Sharia Economic Law. Secondary data is obtained from scientific journals, books, and articles that discuss online buying and selling and Islamic law. The data collection technique is carried out through library research to collect and analyze various related literature sources. The collected data was analyzed in a qualitative descriptive manner using a deductive approach, where the author started from the general principles of Sharia Economic Law and then connected it with specific practices of transactions on Shopee. The results of the analysis are expected to provide a clear

picture of the suitability or non-conformity of online buying and selling practices on Shopee with Sharia Economic Law. (Albab, 2024)

## RESULT AND DISCUSSION

### Sharia Buying and Selling: Definition and Basic Principles of Buying and Selling According to Fiqh Muamalah

#### 1. Definition of Buying and Selling

Buying and selling is an exchange transaction between two parties, where one party (the seller) delivers goods or services to the other party (the buyer) in exchange for payment in the form of money or goods. This process aims to meet the needs and desires of both parties, and is one of the most common forms of economic interaction in society. (Khoir, 2022)

In Islam, buying and selling is a transaction that is carried out in a way that is in accordance with sharia principles, where halal goods or services are exchanged between the seller and the buyer in a legitimate return. In Islam, buying and selling is regulated to meet the terms and conditions that have been set out in the Qur'an and Hadith, as well as to avoid prohibited practices such as *riba* (interest), *gharar* (uncertainty), and fraud. Buying and selling is considered one of the ways to get halal sustenance and support the economy of the people. (Najib, 2017)

According to fiqh muamalah, buying and selling has the main purpose of facilitating the needs of human life through fair trade and avoiding prohibited forms of transactions such as *riba*, *gharar* (uncertainty), and fraud. (Yunus, 2021)

#### 2. Basic Principles of Buying and Selling in Islam

Buying and selling in Islam is governed by principles that aim to ensure that the transaction is fair, legal, and free from elements prohibited by sharia. These basic principles include: (Ulum, 2020)

- **Fair and Transparent:** Both parties must conduct transactions in good faith, and information about goods or services must

be conveyed transparently without any fraud or lies.

- **Willingness (Ridha):** The transaction must be based on the willingness of both parties, without any element of coercion or pressure. In the Qur'an it is stated: "O you who believe, do not eat one another's wealth in a false way, except by a consensual way of business among you" (QS. An-Nisa: 29).
- **Halal:** Goods or services that are traded must be halal, both in terms of their substance and how they are obtained. Prohibited goods, such as liquor or objects prohibited by sharia, are not valid for sale.
- **Does Not Contain Gharar and Riba:** Gharar is the uncertainty or excessive speculation in the transaction. Riba, which is interest or profits obtained unfairly in debt transactions, is also prohibited in Islam. (Azqia, 2022)

#### 3. Sale and Purchase Agreement

An agreement is an agreement or agreement made between the seller and the buyer. In buying and selling, the contract plays an important role because it is a form of *ijab* (offer) and *qabul* (acceptance) between the two parties. (Zuhdi, 2017)

- a) The pillars of a contract of sale and purchase in Islam include:
- b) **Sellers and Buyers (Al-Aqidan):** Sellers and buyers must be sensible, mature, and have the authority to conduct transactions.
- c) **Objects of Sale and Purchase (Al-Mabi' and Ats-Tsaman):** The objects to be traded must be clear, useful, halal, and their quality and quantity are known by both parties. The price must also be clear and mutually agreed.
- d) **Ijab and Qabul:** Ijab is a statement by the seller to offer the goods, and qabul is the buyer's acceptance of the goods at an agreed price.
- e) **Clear Price (Ats-Tsaman):** The price paid by the buyer must be clearly known by both parties before the transaction takes place. (Putra, 2019)

#### 4. Pillars of Transactions in Islam

Harmony is the elements that must be met in order for a buying and selling transaction to be considered valid according to sharia law. The pillars of buying and selling according to fiqh muamalah include: (Salim, 2017)

- Seller and Buyer (Al-Aqidan): Both parties must have legal capacity, meaning they must have the ability to act legally (sensible, mature, and not under compulsion).
- Object of Transaction (Al-Mabi'): The object being sold must be clear, its nature and circumstances are known, and halal according to sharia.
- Price (Ats-Tsaman): The price must be clear, definite, and agreed upon by both parties.
- Ijab Qabul (Al-'Aqd): Ijab and qabul must be carried out in one ceremony (meeting), either orally or in writing, as a form of agreement of the transaction. (Zulhamdi, 2022)

Buying and selling in Islam is a form of transaction that is highly recommended as long as it is carried out in accordance with the principles regulated by sharia, such as halalness, willingness, transparency, and justice. Understanding the contract and harmony in transactions is very important so that the buying and selling is legal and does not contain prohibited elements such as riba and gharar. (Budiwati, 2018)

#### Akad in Sharia Economic Law

##### 1. The Concept of Akad in Islam

Akad in Islam refers to an agreement or contract made between two or more parties that have a specific purpose. In the context of sharia economics, the contract is the basis for all financial and trade transactions. The concept of contract in Islam is very important because it guarantees legal certainty, clarity of the rights and obligations of each party, and avoids disputes that may arise in the future. (Aziz, 2012)

Akad in Islam must meet several conditions, including:

- a) Ijab and Qabul: Offer (ijab) from one party and acceptance (qabul) from the other party.
- b) Certainty: The contract must be clear in terms of the object, price, and implementation time.
- c) Willingness: Both parties must transact in good faith and without coercion. (Fahrizi, 2022)

##### 2. Types of Contracts in Sharia Economic Law

In sharia economic law, there are several types of contracts that are commonly used, including: (Imaniyati, 2011)

- a) Sale and Purchase Agreement (Al-Bay'): A transaction of exchanging goods or services in exchange for money or other goods. Buying and selling is the most common contract and is organized in Islam.
- b) Lease Agreement (Ijarah): An agreement to use goods or services for a certain period of time in exchange for rent. For example, renting a house or vehicle.
- c) Loan and Loan Agreement (Qardh): An agreement in which one party lends money or goods to another party with the promise to return it without additional cost (riba).
- d) Murabahah Agreement: A sale and purchase agreement in which the seller mentions the cost price and desired profit to the buyer, so that the buyer knows all transaction costs.. (Windi Audya Harahap, 2020)
- e) Musharakah Agreement: A partnership agreement in which two or more parties combine capital to invest in a business, with the distribution of profits according to the agreement.
- f) Mudharabah Agreement: A cooperation agreement in which one party provides capital and the other party manages the business, with profits divided according to the agreement. (Zubair, 2010)

##### 3. The Importance of a Legal Contract in Buying and Selling

A valid contract is very important in buying and selling transactions, for the following reasons: (Hamid, 2016)

- a. **Legal Certainty:** A valid contract provides legal certainty regarding the rights and obligations of each party. This reduces the risk of future disputes.
- b. **Transparency:** In a valid contract, all terms and conditions of the transaction are clearly explained, so that no party feels disadvantaged.
- c. **Blessings:** Transactions made based on valid and sharia contracts are expected to bring blessings to both parties. On the other hand, contracts that are invalid or violate sharia principles can result in losses and inblessings.
- d. **Sharia Compliance:** A valid contract ensures that transactions are carried out in accordance with the provisions of Islamic law, avoiding prohibited practices such as *riba*, *gharar*, and fraud.

The contract is a crucial element in sharia economic law that regulates buying and selling transactions and various other economic activities. By understanding the concept, types, and importance of legal contracts, economic actors can conduct transactions ethically and in accordance with Islamic values, while creating mutually beneficial business relationships. (Ulpah, 2020)

### **Buying and Selling Transaction System on Shopee Online Marketplace**

The buying and selling transaction system in the Shopee online marketplace is one of the innovations in the world of trade that makes it easier for consumers and sellers to carry out economic activities efficiently and practically. Shopee, as a leading e-commerce platform in Southeast Asia, offers a variety of features that support a safe and convenient shopping experience. In this system, the transaction process begins with the user registering to become a member, either as a seller or a buyer. After registering, sellers can upload their products, complete with descriptions, images, and prices. Meanwhile, shoppers can easily

explore different product categories, use the search feature, and take advantage of the available promos. (Hidayah, Ulema Opinion On Providing For Wives Who Do Not Live In The Same House, 2023)

One of the important aspects of the transaction system on Shopee is the *Shopee Guarantee* feature, which provides protection for buyers. With this system, payments made by buyers will be held by Shopee until the goods are received and in accordance with the description provided by the seller. This creates a sense of security for buyers, reduces the risk of fraud, and increases trust in the platform. In addition, Shopee also provides a variety of flexible payment methods, including bank transfers, credit cards, and digital wallets, making it easier for users to complete transactions according to their preferences. (Carissa Amanda Siswanto, 2022)

In terms of logistics, Shopee works closely with various delivery partners to ensure that goods can reach buyers quickly and safely. The delivery process can be monitored in real-time through the app, providing shoppers with up-to-date information regarding the delivery status of their orders. In addition, Shopee also provides convenience in terms of returning goods. If the goods received do not meet expectations, the buyer can apply for a return by following the procedures set by the platform.

The buying and selling transaction system on Shopee not only benefits buyers, but also provides benefits for sellers. Sellers can access a variety of analytics tools to understand consumer behavior, promote their products through advertising features, and interact with buyers through reviews and questions. Thus, Shopee creates a mutually beneficial ecosystem for all parties involved in transactions, both sellers and buyers. (Sebyar, 2023)

Overall, the buying and selling transaction system on the Shopee online marketplace shows technological advancements in the world of commerce, where digitalization and innovation play an important role in improving efficiency and shopping experience. (Albarsyah, 2023) With various features provided, Shopee is not only a platform for buying and selling, but also creates a

community that connects and supports business growth in this digital era.

### Provisions for Buying and Selling in the Perspective of Sharia Economic Law

Buying and selling provisions in the perspective of sharia economic law refer to the rules and principles that govern trade transactions in accordance with the provisions of Islamic law. Buying and selling in Islam is not only a form of exchange of goods and services, but also reflects ethical values and justice that are highly upheld in society. In this context, sharia economic law stipulates various pillars and conditions that must be met in order for buying and selling transactions to be considered valid and blessed. The pillars of buying and selling include the parties to the contract, clear objects, agreed prices, and *ijab* and *qabul* which are carried out clearly and unambiguously. The conditions include the willingness of both parties without coercion, clarity regarding the object and price, and the *halalness* of the goods or services being traded. (Hartati, 2021)

In addition, transactions must be carried out with the principle of transparency, avoiding prohibited practices such as *riba*, *gharar* (uncertainty), and fraud. The importance of this provision lies in efforts to create fair and mutually beneficial transactions, where both parties are satisfied and neither party is harmed. In a broader context, sharia economic law invites economic actors to carry out business activities in an ethical and responsible way, so as to not only bring material benefits, but also blessings and benefits to society as a whole. Thus, the provisions of buying and selling in sharia economic law are not just formal rules, but also a manifestation of moral and social principles that must be applied in every economic transaction. (Ubaidillah, 2023)

The provisions of buying and selling in the perspective of sharia economic law include various principles regulated in the Qur'an and Hadith, as well as how their implementation must meet certain conditions in accordance with sharia rules. (Mubarok, 2022)

The Qur'an provides a strong foundation regarding the practice of buying and selling. One of the verses that is often used as a reference is:

يَا أَيُّهَا الَّذِينَ ءَامَنُوا لَا تَأْكُلُوا أَمْوَالِكُمْ بَيْنَكُمْ بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ بَيْعَةً عَنْ تَرَاضٍ مِّنْكُمْ

"O you who believe, do not eat one another's wealth in a false way, except by a consensual way of business among you." (QS. An-Nisa: 29)

This verse emphasizes the importance of fairness and willingness in buying and selling transactions. Every transaction must be made with the consent of both parties and must not contain elements of fraud or exploitation.

In addition, in another verse, Allah SWT said:

وَأَحَلَّ اللَّهُ الْبَيْعَ وَحَرَّمَ الرِّبَا

"And Allah has legalized buying and selling and forbids usury." (QS. Al-Baqarah: 275)

This shows that buying and selling is an activity that is allowed in Islam, as long as it is carried out in a way that is in accordance with sharia. *Riba*, which means profits earned from debts with interest, is forbidden because it can cause injustice and uncertainty. Hadith also provides many guidelines regarding buying and selling. One of the famous hadiths is:

"From Abu Hurairah, the Prophet Muhammad PBUH said: 'Buying and selling is legal if it is done with the will of both parties.'" (HR. Bukhari and Muslim)) (Kholid Albar, 2024)

This hadith emphasizes that willingness is the main condition in buying and selling. If one party feels compelled to, then the transaction cannot be considered legitimate.

In another hadith, the Prophet PBUH also reminded about the importance of honesty in transactions:

"Sellers and buyers have the right to cancel their transactions as long as they have not separated. If they speak the truth and explain the condition of the goods, then blessings will come upon them; But if they lie and hide something, then the blessing of their transaction will be

taken.”(HR. Bukhari dan Muslim)  
(Abdillah, 2022)

This hadith shows that honesty and transparency in transactions are very important to achieve blessings in buying and selling.

### **Analysis of Sale and Purchase Agreements in Transactions on Shopee in the Perspective of Sharia Economic Law**

The analysis of sale and purchase agreements in transactions on Shopee from the perspective of Sharia Economic Law focuses on valid contracts in accordance with sharia principles, such as the clarity of goods, prices, and the pleasure of both parties. In buying and selling in e-commerce such as Shopee, transactions must meet halal elements, both in the object being traded and in the transaction process. Sharia law requires transparency of information related to the products sold, so that consumers are not harmed due to obscurity or fraud. In addition, the contract of sale and purchase must be free from elements of *gharar* (uncertainty), *usury*, and *maysir* (gambling). Shopee as a platform is obliged to provide facilities to ensure that the products sold are halal and sharia-compliant, for example with halal certification for certain products and a refund mechanism in the event of default. The integration of sharia principles in the Shopee system is important to maintain the sustainability of transactions in accordance with Islamic law and provide protection for Muslim consumers.

In today's digital era, e-commerce platforms such as Shopee have become one of the main means for consumers and sellers to make buying and selling transactions. From the perspective of sharia economic law, the sale and purchase contract that takes place on this platform must be analyzed to ensure that the transaction practices are in accordance with the sharia principles set forth in the Qur'an and Hadith. The contract in buying and selling on Shopee can be seen through several important aspects that include the parties involved, the object of buying and selling, the price, and the *ijab* and *qabul* process that is carried out online. (Faizal Gusti Susmanto, 2024)

First, in transactions on Shopee, there are two parties that play a role, namely sellers and buyers. A seller is an individual or entity that offers goods or services, while a buyer is a consumer who is looking for a product to meet their needs. In the perspective of sharia, both parties must have legal capacity, meaning they must be sensible, mature, and not in a forced condition. This is important so that both parties can understand the rights and obligations arising from the sale and purchase contract that they make. On Shopee, each party is generally officially registered, which provides legal guarantees in the transaction. However, the platform must also ensure that all sellers are registered and have a valid license to sell, in order to prevent fraudulent practices and violations of the law. (Hidayah, 2024)

Furthermore, the object of buying and selling in transactions on Shopee must meet halal and useful criteria. In Islam, the object of sale must be clear, knowable, and not prohibited by sharia. In the context of Shopee, many types of goods are traded, ranging from clothing, food, to electronic goods. Therefore, it is important for buyers to ensure that the products they buy are halal goods and do not contain prohibited elements. For example, the food sold must meet halal standards in accordance with sharia provisions, so that it is not only safe to consume but also in accordance with the beliefs of Muslim consumers. Shopee itself has a policy to encourage sellers who offer halal products, but control and monitoring of the goods sold remains the responsibility of each seller. (Nubahai, 2023)

On the price side, in the sale and purchase agreement on Shopee, the price set must be clear and acceptable to both parties. In Islam, buying and selling must be done at a reasonable price and not harm one of the parties. In this case, Shopee provides space for sellers to set prices, but it is important for sellers not to overprice or exploit consumers. The pricing process should be transparent, and each seller is expected to provide accurate information regarding the price of the products they offer, including shipping costs and taxes if applicable. Sellers also need to pay attention to the principles of business ethics, by not engaging in fraudulent practices, such as

misleading advertising or unrealistic pricing. (Rani Badarudin, 2022)

No less important aspects of transactions on Shopee are *ijab* and *qabul*, which in this digital context are carried out electronically. *Ijab* is a seller's statement to offer goods at a certain price, while *qabul* is the acceptance of the offer by the buyer. In online transactions, this process is often done through the "Buy" button or order confirmation. Even though it was done virtually, both parties remained bound by the agreed terms. In Islam, *ijab* and *qabul* must be done clearly and at the same time, to avoid doubts that can cause disputes. Shopee as an e-commerce platform must provide a mechanism that facilitates the communication process between sellers and buyers, so that both can negotiate or clarify related to the goods being sold. (Hizbullah, 2024)

However, in practice, there are challenges that need to be faced in carrying out a sale and purchase agreement on a platform such as Shopee. One of them is the potential for uncertainty (*gharar*) in transactions, which can occur when information about the product is unclear or when the seller is unable to fulfill promises related to the quality or specifications of the goods. *Gharar* is one of the things that is prohibited in sharia transactions, because it can cause disputes and losses for one of the parties. Therefore, Shopee needs to carry out quality control and provide a platform that allows reviews and feedback from buyers to maintain trust in transactions. (Tiara Dwi Nurdiawati, 2024)

In addition, it is also important to consider the security and fairness aspects of transactions on Shopee. With the large number of sellers and products available, buyers must be careful in choosing trustworthy products and sellers. Platforms like Shopee need to have effective systems in place to protect consumers from fraud, including a fair and transparent return system. Sellers should also be protected from fraudulent buyer practices that could harm them. Thus, creating a fair and transparent environment for all parties is the key to the success of sales and

purchase agreements in the context of e-commerce. (Ridwan, 2022)

So, the contract of sale and purchase in transactions on Shopee from the perspective of sharia economic law shows that despite the challenges in practice, this e-commerce platform can operate in accordance with sharia principles by prioritizing fairness, transparency, and willingness in every transaction. Sellers and buyers are expected to be able to carry out their transactions ethically and comply with sharia provisions, thus providing benefits for both parties. With the support of Shopee as a platform, it is hoped that the practice of buying and selling can take place well, as well as make a positive contribution to the economy of the community and Muslims as a whole.

## CONCLUSION

In the analysis of buying and selling transactions on Shopee, it can be concluded that this practice contains various elements that need to be considered from the perspective of sharia economic law. First, the aspect of the contract in online transactions on Shopee can generally be categorized as a valid sale and purchase contract, as long as it meets the conditions and the set principles. The *ijab* and *kabul* that occur on the platform reflect the agreement between the seller and the buyer, although in practice there are often challenges in ensuring that all parties truly understand the content of the agreed contract.

Overall, online buying and selling on Shopee has the potential to meet the principles of sharia economic law, as long as both parties comply with the applicable terms and conditions. For this reason, it is hoped that there will be efforts from Shopee to increase education to its users about sharia transactions, as well as the need for clearer regulations regarding online transactions from the perspective of sharia law. Thus, it is hoped that online buying and selling transactions will not only be economically profitable, but also in line with sharia values and principles embraced by the Muslim community.

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