

Price Changes in A Limited Time in Home Shopping Program on RTV Television Media from the Perspective of Islamic Law

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Abstract: *Price Changes in A Limited Time in Home Shopping Program on RTV Television Media from the Perspective of Islamic Law.* This study aims to examine the views of Islamic law on price changes in a limited time in the Home shopping program on RTV television media and the implications for buying and selling activities in the program. This type of research is field research using a phenomenological approach. The data collection used observation techniques on RTV television social media and YouTube promo shows for home shopping products. The study results concluded that product sales in the home shopping program contain an element of uncertainty (*gharar*) by mixing prices over time, because the product is sold at a discount, that price is added to other goods at a specific price, which is an additional bonus. This activity causes the price to change from the price of the initially offered item and then added to the bonus item that must also be paid. This price is only valid for a short period, and then, after the promotion time is up, the price of the item being sold returns to the pre-discount price so that the selling price of the product offered is unclear (*gharar*) and contains an element of speculation which is not permitted in Islamic teachings.

Keywords: promotion, discount, limited time sales, home shopping, Islamic law

Abstrak: *Perubahan Harga dalam Waktu Terbatas pada Program Home Shopping pada Media Televisi RTV dalam Perspektif Hukum Islam.* Penelitian ini bertujuan untuk mengkaji bagaimana pandangan hukum Islam terhadap perubahan harga dalam waktu terbatas dalam acara *home shopping* di media televisi RTV serta implikasinya bagi kegiatan jual-beli di program tersebut. Jenis penelitian ini adalah penelitian lapangan yang menggunakan pendekatan fenomenologis. Proses pengumpulan data menggunakan teknik observasi di media sosial televisi RTV dan tayangan promo youtube produk *home shopping*. Hasil kajian menyimpulkan bahwa penjualan produk pada program *home shopping* mengandung unsur tidak pasti (*gharar*) dengan membaurnya harga dalam waktu saat. Hal ini dikarnakan produk dijual dengan potongan kemudian harga tersebut ditambah dengan barang lain yang diberi harga tertentu yang dikatakan sebagai bonus tambahan. Hal ini mengakibatkan harga berubah dari harga barang yang semula ditawarkan lalu ditambah dengan harga barang bonus yang juga harus dibayar. Harga ini berlaku hanya untuk jangka yang singkat dan kemudian, setelah waktu promosi habis, maka harga barang yang dijual kembali ke harga sebelum diskon. Sehingga harga penjualan pada produk yang ditawarkan menjadi tidak jelas (*gharar*) dan mengandung unsur untung-untungan yang ini tidak dibolehkan dalam ajaran Islam.

Kata kunci: promosi, diskon, penjualan dengan waktu terbatas, *home shopping*, hukum Islam

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Introduction

The development of science and technology has significantly impacted trading practices in the world of e-commerce. Television media has been used as a powerful tool to disseminate information on traded products to all corners of the country to increase buyers. The Company has implemented many sales strategies, some give the selling price at the regular price. Some give promotional prices in the form of discounts. Some companies provide additional discounts from prices that have been reduced. Some companies provide additional products in the form of certain products whose prices have been reduced.

The increasing variety of product promotion prices on RTV television media makes consumers act to buy immediately by chasing lower prices and containing games and luck. This phenomenon also applies to trade promotions carried out by Level Home shopping Companies

As a company that trades through e-commerce, Level Homeshopping Company, in offering its products, uses a unique method, namely by giving discounts on the goods offered while, at the same time, giving bonuses in the form of specific items whose prices have been determined. However, it should be noted; this treatment only applies for a specific time limit. After the allotted time, the price will return to its normal position.¹ Pricing accompanied by a time limit does not only change the meaning of the price for one product but also has an impact on changing the law. In other words, is this practice justifiable from a religious point of view? Is the practice purely a strategy for selling goods, or does it contain an element of fraud? This practice shows that this topic is interesting to study.

Indeed, in Islamic law, there is a rule that "changes and differences in fatwas can occur with changes in place, time, social conditions, intentions, and customs."² However, as explained by Wahbah al-Zuhailiy, Islamic law adheres to a principle that any transaction must not contain elements of *gharar* (unclear), *ribâ* (usury), and *maysîr* (chance).³

¹ Observation on RTV September 25, 2022 at 8.00 PM <https://www.youtube.com/watch?v=BmjVhTQQIxM>.

² Ibnu Qayyim al-Jauziyyah, *al-Thuruq al-Hukmiyyah Fi al-Siyâsah al-Syari'ah* (Cairo: Mu'assasah al-Arabiyyah li al-Thiba'ah wa Nashr, 1961), p. 254.

³ Wahbah al-Zuhailiy, *al-Fiqh al-Islâmî Wa Adillatuhu*, (T.np: Dâr al-Fikr, 1985), p. 1788

Previous research, which discusses e-commerce transactions on prices, can be categorized as follows. First, research focuses on creating market power over the flow of goods and production in e-commerce.⁴ Second, research on how to encourage and build buyer motivation to buy a product at a specific price.⁵ Third, research on the effectiveness of the sales system using e-commerce.⁶

This study discusses how the practice of selling/offering products to consumers is associated with giving discounts for a limited time from the perspective of Islamic law. The authors do this research because studies that examine price mixing in the sale of a product and its impact on prices studied through the perspective of Islamic law are still scarce, if not to say that they do not yet exist. This study will discuss how Islamic law views the promotion of products at discounted prices and the addition of goods for a limited time. Its primary purpose is to fill the shortage of reference materials related to price changes in e-commerce transactions.⁷

Research Methods

This research is qualitative research with a phenomenological approach. Data were collected through observation techniques, namely by observing the implementation of discounts broadcast by the RTV television station promoting Homeshopping products. Observations were made carefully on the price of the product being promoted through a 60-minute broadcast. Display of information collected, then processed, then analyzed.

⁴ Chao Min Chiu and others, 'Understanding Customers' Repeat Purchase Intentions in B2C E-Commerce: The Roles of Utilitarian Value, Hedonic Value and Perceived Risk', *Information Systems Journal*, 24.1 (2014): 85–114 <<https://doi.org/10.1111/j.1365-2575.2012.00407.x>>.

⁵ R. Yunanto and G. A. Paizal, 'E-Commerce in Online Business,' *IOP Conference Series: Materials Science and Engineering*, 662.3 (2019) <<https://doi.org/10.1088/1757-899X/662/3/032006>>. See also Haacker, Markus, Timothy B. Hallett, and Rifat Atun. 'On Discount Rates for Economic Evaluations in Global Health, *Health Policy, and Planning*, 35.1 (2020): 107–114 <<https://doi.org/10.1093/heapol/czz127>>

⁶ Minh Ha Nguyen and Bui Thanh Khoa, 'Perceived Mental Benefit in Electronic Commerce: Development and Validation,' *Sustainability (Switzerland)*, 11.23 (2019): 1–21 <<https://doi.org/10.3390/su11236587>>.

⁷ Ibnu Qayyim al- Jauziyyah, *al-Thuruq al-Hukmiyyah Fi al-Siyâsah al-Syari'ah*.

Results and Discussion

E-commerce Transactions

E-commerce transactions are carried out using the internet network through services,⁸ email business (sales and purchases),⁹ and personal transactions.¹⁰ E-commerce transactions are a means of selling that can be reached by many consumers anywhere. Products sold are introduced to the broader community by demonstrating their products, explaining how to use them, their benefits and advantages, and promoting their products at discounted prices. Through e-commerce, product information can be known by the public quickly and easily wherever they are.

PT. Level Home Shopping has announced its products on approximately 23 TV stations throughout Indonesia. This Company also has a website to make it easier for its customers to find out the latest products and special offers in the form of discounts or special promos. In promoting its products, home shopping uses advertising methods on various television media in Indonesia. Through this promotion, the Company hopes that product orders can increase through talk shows displayed on television screens, where promo guides speak directly to callers/buyers.¹¹

The Level Home Shopping Product Promotion Techniques

Promotion is part of a marketing program known as the marketing mix.¹² This activity aims to influence business competition in attracting

⁸ Istiqlal Yul Fanani and others, 'Implementation of the Jigsaw Type Cooperative Learning Model on Improving Achievement and Learning Motivation of Muhammadiyah in Mu'allimin Madrasah Muhammadiyah Yogyakarta,' *Al-Hijr: Journal of Adulearn World*, 1.2 (2022): 71–79 <<https://doi.org/10.55849/alhijr.v1i2.16>>.

⁹ Bahrudin Nur Aziz Zakaria et.al, 'Politeness Strategies Employed in Communication with Santri and Ustadz in an Islamic Boarding School in Indonesia,' *Al-Hijr: Journal of Adulearn World*, 1.2 (2022): 80–87 <<https://doi.org/10.55849/alhijr.v1i2.14>>.

¹⁰ Arash Beheshtian-Ardakani, Mohammad Fithian, and Mohammadreza Gholamian, 'A Novel Model for Product Bundling and Direct Marketing in E-Commerce Based on Market Segmentation,' *Decision Science Letters*, 7.1 (2018): 39–54 <<https://doi.org/10.5267/j.dsl.2017.4.005>>.

¹¹ Observation on RTV September 25, 2022 at 8.00 PM <https://www.youtube.com/watch?v=BmjVhTQQIxM>

¹² Dewi Sartika, 'Analisis Faktor-Faktor yang Mempengaruhi Minat Beli Ulang Produk

buyers¹³ and the marketplace,¹⁴ including advertising in print and electronic media and the form of product specifications and price discounts.¹⁵

The techniques used by PT. Level Home Shopping in promoting their products are:

1. Demonstrating the product

Product demonstration is displaying products directly or using certain electronic media.¹⁶ Sales of Level Home Shopping products begin with a product introduction by mentioning the product's advantages, then demonstrating how to use it and its effects. This mechanism can be seen from the shows of their products on RTV, one of which is a household product in the form of a frying pan called the "Kwell Stone Coating Frypan." In promoting the product, the promo guide talks about the advantages of pans in the form of anti-rust, non-stick, anti-scratch, environmentally friendly, non-PFOA, and so on.¹⁷

You C 1000 Serta Dampaknya Terhadap Loyalitas Konsumen', *Jurnal Penelitian Ekonomi dan Bisnis*, 2.1 (2017): 10–21 <<https://doi.org/10.33633/jpeb.v2i1.2231>>.

¹³ Muhammad Rifai Kurnia, 'Pengaruh Merek, Kualitas Produk dan Promosi Terhadap Keputusan Pembelian Peralatan Olahraga Tennis Meja Oke Sport di Kecamatan Wonosari', *Jurnal Bisnis dan Ekonomi (JBE)*, 24.1 (2016): 33–42.

¹⁴ Dede Jajang Suyaman and others, 'Pengaruh Inovasi Produk dan Promosi Penjualan Terhadap Minat Beli Sepeda Motor Suzuki Satria F150 (Survei Pada Komunitas Suzuki Satria F150 Indonesia)', *Jesya (Jurnal Ekonomi & Ekonomi Syariah)*, 4.1 (2021): 472–587 <<https://doi.org/10.36778/jesya.v4i1.361>>.

¹⁵ Desfitriady Desfitriady, Della Purwanda Kusnadi, and Ulfiana Dewi, 'Pengaruh Promosi Penjualan dan Potongan Harga Terhadap Penjualan di PT Astra Internasional Tbk. Toyota Sales Operation (TSO) Auto2000 Cabang Pasteur Bandung (Studi Kasus Penjualan Kredit Unit Avanza Bulan Oktober 2019-Maret 2020)', *Jurnal Bisnis dan Teknologi*, 12.2 (2020): 33–43. See Gultom, Eva, Adelle Frans, and Esperanza Cellar. 'Adapting the Graphic Novel to Improve Speaking Fluency for EFL Learners,' *Al-Hijr: Journal of Adulearn World*, 1.2 (2022): 46–54 <<https://doi.org/10.55849/alhijr.v1i2.13>>

¹⁶ Jodiana Kusilawati, Iskandar Wiryokusumo, and Djoko Adi Walujo, 'Pembelajaran Berbasis Proyek, Demonstrasi, Gaya Belajar Untuk Hasil Belajar Bahasa Inggris Kelas XI', *Jurnal Mitra Pendidikan*, 2.1 (2018): 566–72.

¹⁷ Observation on RTV September 25, 2022 at 8.00 PM <https://www.youtube.com/watch?v=BmjVhTQQIxM>.

2. Comparing the quality of Level Home Shopping products with other companies products

During the demonstration, the guide also mentioned the product's superiority by mentioning the cooperation between PT. Level Home Shopping and certain parties in marketing pot-like cookware products. After that, they compared the quality of the frying pans from PT. Level Home shopping with the quality of frying pans from other companies products.¹⁸

3. Inviting experts from several regions who are familiar with PT. Level home shopping

During the demo using Kwell Stone Coating Frypan products, the guide invites the chef to cook directly using Kwell Stone Coating Frypan products. When chefs cook various foods using Kwell Stone Coating Frypan products, marketers will comment on the quality of food products resulting from using Kwell Stone Coating Frypan products.¹⁹

4. Display product prices

In the business aspect, when various companies produce various products with almost the exact specifications, business competition will become increasingly stringent. Meanwhile, on the one hand, the ultimate goal of a business is to gain market advantage by establishing relationships with consumers through transparent product information. Consumers can choose the best offer according to the desired product when these aspects are met. Among the tricks used by e-commerce in attracting consumers are selecting business competitors, selecting products, and updating prices and stock items.²⁰

In the demo show on RTV, when offering Kwell Stone Coating Frypan products, the marketing party will display the price of Kwell Stone Coating Frypan on the market, then he will also display the price of Kwell

¹⁸ Observation on RTV September 25, 2022 at 8.00 PM

¹⁹ Observation on RTV September 25, 2022 at 8.00 PM

²⁰ Balamurugan and Selvalakshmi.

Stone Coating Frypan at the Home Shopping Level. At this moment, the sales marketing will explain that the price of Kwell Stone Coating Frypan products at the Home Shopping Level is lower than that of the same product on the market. When demonstrating the product, the guide will mention the price of the Kwell Stone Coating Frypan on the market and compare it to the prices on the Level Home Shopping site. Based on the prevailing market price for Kwell Stone Coating Frypan products, Rp. 3,200,000 - when the discount promo occurs at the Home Shopping Level, the price changes to Rp. 998,000. This new price happens because Level home shopping provides a discount of 69%.²¹

Apart from a significant price reduction (discount), Level Home Shopping also provides an additional bonus for unique items with different price specifications if sold separately. For example, the Company provides additional products, such as a frying pan or 1 set of bowls with a specific brand which can be sold separately from the Kwell Stone Coating Frypan. The price of the bonus product is said to be Rp. 780,000, and if Frypan and Casserole products are sold separately from Kwell Stone Coating Frypan, the price will be much higher.

5. Determine sales targets and discount timeframes

The guide explained that the sales target for Kwell Stone Coating Frypan products at that time was 650 stock items which would be given a discount in just 30 minutes. This practice means that within 30 minutes, consumers have to compete with other consumers to get shopping discounts at the Home Shopping Level for as many as 650 stock items; if the discount period is up, the price will return to the original price (market price). According to the sales guide, the market price for Kwell Stone Coating Frypan products is Rp. 3,200,000, and at the time of discount, the price becomes Rp. 998,000. After the promo discount runs out, Kwell Stone Coating returns with a market price of IDR 3,200,000.²²

²¹ Observation on RTV September 25, 2022 at 8.00 PM <https://www.youtube.com/watch?v=BmjVhTQQIxM>.

²² Observation on RTV September 25, 2022 at 8.00 PM

Ordering products at the home shopping level is done using e-commerce by contacting the call center telephone number—1500 202 or WA with no. 0811 9991898. Short time and limited quota caused the call center to be busy serving orders for Kwell Stone Coating Frypan Products. Moreover, this marketing applies to buyers from all over Indonesia who compete to get products at low prices but of good quality.²³

Highlighting the phenomenon of this kind of time-discounting practice, Conrad Heilman explained that the time-discounting aspect raises pros and cons among philosophers, social scientists, and economists.²⁴ In the economic aspect, time discounting affects the value of costs and the value of benefits derived from the goods produced.²⁵ However, from the economic and ethical climate perspective, time reduction is a contested one that the various proponents of the economic and ethical debate try to represent for their respective positions.

6. Showing bonuses in purchase transactions at the home shopping level

Giving bonuses in e-commerce transactions at the home shopping level is related to the number of purchase quotas and the Company's discount range. Prizes will be given to callers or buyers who get Kwell Stone Coating Frypan products for Rp. 998,000. It is understood that the bonus is only obtained when there is a discount promotion and only for consumers who provide Kwell Stone Coating Frypan products at a discounted price.²⁶

²³ Observation on RTV September 25, 2022 at 8.00 PM

²⁴ C Heilmann, 'Values in Time Discounting,' *Science and Engineering Ethics*, 23.5 (2017): 1333–49 <<https://doi.org/10.1007/s11948-017-9950-y>>. See also Hanifah, Eva Noviani, Sukarelawati Sukarelawati, and Agustini Agustini. 'Metode Promosi Melalui Direct Selling dalam Meningkatkan Minat Konsumen Menggunakan Jasa Hotel', *Jurnal Komunikasi*, 3.1 (2017): 47–60 <<https://doi.org/10.30997/jk.v3i1.849>>.

²⁵ Yul Fanani and others.

²⁶ Observation on RTV September 25, 2022 at 8.00 PM <https://www.youtube.com/watch?v=BmjVhTQQIxM>.

Table 1. Products and Prices at Level Home Shopping

Product Type	Product Specification	Bonus	Price	Price after discount	Bonus Price
Kwell Stone Coating Frypan	Wok frying Pan Glass cover Pan the grill	Wok frying Stale	3.200.000	998.000	780.000

Source: <https://www.youtube.com/watch?v=BmjVhTQQIxM> after compiled.

Sales of products that use promotional techniques by giving bonuses and discounts associated with limited time and quotas cause consumers to scramble to order products at Home Shopping. After capturing some customers, the marketing team will display the number of items consumers and the remaining discount quota ordered.

The selling price discount affects the quality of Kwell Stone Coating Frypan products because the two products do not support each other. In addition, variations in the price of goods set by Level Home Shopping cause a mix of prices in the sale of its products.

Prices in Islamic Law

Price is a benchmark for the quality of goods to be traded. Dynamic prices continue to change according to conditions and market share. This phenomenon differs from the general symptoms that usually occur in the marketplace, where the same type of product obtains various prices to show its quality. The better the quality of the goods, the better the price. However, price dynamics emerge when different prices are given for the same product.

Islam views price as a benchmark for determining an item's high and low quality. Giving discounts on products sold at the home shopping level means that they sell their products below the market price set by general traders. Islam generally believes that selling products at regular prices is permissible.²⁷ However, when traders price far below the market

²⁷ Marchelyno Sundalangi and others, 'Kualitas Produk, Daya Tarik Iklan, dan Potongan Harga Terhadap Minat Beli Konsumen Pada Pizza Hut Manado', *Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 2.1 (2014): 313–24 <<https://doi.org/10.35794/embra.v2i1.3829>>.

price, this can give rise to two conflicting opinions. One opinion says it is permissible, while the other says it is *harâm* (not permissible).

Most scholars stated that the seller might lower the price of his goods because Allah will bless the seller who sells his wares at a low price.²⁸ This opinion indirectly states that discounts are generally allowed because it makes buying and selling transactions easier for buyers. In Islam, such buying and selling are known as *muwâdha'ah* buying and selling transactions. *Muwâdha'ah* buying and selling transactions are carried out by someone using the first price (by mentioning capital goods with profit) and giving a special discount to the buyer.²⁹

On the other hand, the Maliki School believes that selling goods or services below market prices is not permissible because it can harm other traders. Selling products below market prices in today's terms is called dumping. Islam prohibits such transactions because it can be detrimental and makes it difficult for other sellers to sell their wares.³⁰

The discounts for a certain period, as PT implemented it. Level Home Shopping can be categorized as a form of *gharar* (uncertain) because there is no certainty about the amount of the price to be paid.³¹ This uncertainty occurs because prices at home shopping levels fluctuate in buying and selling transactions.³² For shopping transactions on the

See also Gunawan, Ade Candra, and Febri Susanti. 'Pengaruh Bauran Promosi dan Harga Terhadap Keputusan Pembelian Produk Kosmetik Maybelline di Kota Padang', 2019 <<https://doi.org/10.31227/osf.io/npjqh>>.

²⁸ Ronny Mahmuddin and others, 'Jurnal Bidang Hukum Islam (Comparative Study Between Maliki and Shafi' I Sect)', *Jurnal Bidang Hukum Islam*, 2.2 (2021): 209–20 <<https://doi.org/10.36701/bustanul.v2i2.360.PENDAHULUAN>>. See also Maulidi, Maulidi. 'Menggagas Fikih Responsif: Upaya Progresif Modernisasi Fikih', *Al-'Adalah*, 14.2 (2018): 507 <<https://doi.org/10.24042/adalah.v14i2.2677>>.

²⁹ Wahbah al-Zuhaili, *Al-Fiqh al-Islâmî Wa Adillatuhu*, Juz VII, 1985.

³⁰ Nita Anggraeni, 'Dumping dalam Perspektif Hukum Dagang Internasional dan Hukum Islam', *Mazahib: Jurnal Pemikiran Hukum Islam*, 14.2 (2015): 160–68. See also Sukamto, Sukamto. 'Memahami Mekanisme Pasar dalam Ekonomi Islam', *Jurnal Sosial Humaniora*, 5.1 (2012): 19–33 <<https://doi.org/10.12962/j24433527.v5i1.621>>.

³¹ Najamuddin, 'Transaksi Gharar dalam Muamalat Kontemporer', *Jurnal Syariah*, 2.1 (2014): 26–33.

³² Rifqi Nur Fadhilah and R.V.Hari Ginardi, 'Penentuan Harga dengan Metode Back Propagation Pada Aplikasi E-Commerce CariKos Berbasis Web', *Jurnal Teknik ITS*, 6.2 (2017): 495–500 <<https://doi.org/10.12962/j23373539.v6i2.23978>>.

site, three prices are offered: 1) regular price/market price, 2) discounted price, and 3) price with prizes. However, giving a price discount plus a gift at the same time will obscure the actual selling price.

Prices fluctuate due to price changes in a short time caused by human hands. This price change occurs when the Level Home Shopping company provides a short transaction limit (30-60 minutes). This type of transaction is classified as *bay'atâni fi bay'ah* (double transaction),³³ which according to a *hadîth* (Prophet's saying), is declared *harâm* (prohibited). The legal basis for this provision is a *hadîth* narrated by Ahmad and Nasâ'i from Ibn Umar that the Prophet has prohibited two buying and selling in one buying and selling transactions, according to Tirmidhi, this *hadîth* is valid.³⁴

In innovative promotion development, especially in combining market prices, discounts, and bonus prices so that only one transaction price is produced, it is necessary to look at the principle aspect of whether or not according to a legal view.³⁵ Laws can change over time by looking at specific causes and conditions while referring to the principle of justice as *maqâsid sharîa* (the purposes of law).

Islam views price as a benchmark for determining an item's high and low quality. Giving discounts on products sold at the home shopping level means that they sell their products below the market price set by general traders. Islam generally believes that selling products at regular prices is *mubâh* (permissible). However, when traders price far below the market price, this can give rise to two conflicting opinions. One opinion says it is permissible, while the other says it is *harâm* (not permissible).

Shopping at the Home Shopping Level provides a variety of prices, starting from market prices, discount prices, and item bonus prices. Discounts and additions, such as bonus items at a specific price, are collected together when the promo is displayed. Therefore there are two

³³ Mahmud et al.

³⁴ Imam Hâfidz Ahmad Ali al-Ashqalani, *Fathu al-Bâri Syarh Shahîh Imâm Abû Abdullah Bin Ismail al-Bukhârî*. (Riyâdh: Maktabah 'Alfiyah, n.d), p. 124.

³⁵ M. Leli, Larangan Dua Akad dalam Satu Transaksi. *At-Tasyri'iy: Jurnal Prodi Perbankan Syariah*, 1.2 (2018): 13-20.

types of prices: 1) a percentage discount of the market price and 2) a discount plus the value of the price of the goods, which is seen as a bonus.

The practice of selling with the two prices above is a mixture of promotional discount prices and bonuses for an item. Even though every sale is stated absolutely and explained, the selling price of bonuses and bonuses plus goods are listened to by consumers. The emergence of sales by placing low prices and product bonuses at specific prices increasingly combines several selling prices of goods which causes the exact selling price to be unclear.

In the Islamic economic system, every transaction carried out by the parties (contract actors) is permanent because it involves the rights and obligations of each contract actor. The seller must hand over his merchandise, while the buyer has the right to price certainty in a sale and purchase transaction. Each contract actor may not be limited to a specific period because the nature of the contract in Islamic economics is permanent. This stipulation is illustrated in the fiqh rules as follows:

كُلُّ مَا يَصِحُّ تَأْيِيدُهُ مِنَ الْعُقُودِ فَلَا يَصِحُّ التَّوَقُّيْتُ³⁶

Every contract is eternal and may not be done in the form of a period.

In buying and selling transactions at home shopping malls, the price in the transaction applies a dynamic price system, namely prices that are constantly changing according to conditions and market share. This can lead to uncertainty that leads to the practice of *gharar*, which is forbidden in the Islamic trade system. Price uncertainty lies in combining prices simultaneously, namely, discounting, adding bonuses, and increasing market prices when the limit has passed.

Conclusion

Product sales on the Level Home Sopping site have an element of uncertainty (*gharar*), with prices that mix up instantly. Selling products at discounted prices, then fees are added to the rupiah value of bonus

³⁶ Kasmidin, *Kaedah-Kaedah Fiqih & Dawâbith Bidang Fikih Muamalah* (Batusangkar: STAIN Batusangkar Press, 2015), p. 55.

items, resulting in a change in the selling price of the product. The impact of the buying and selling event on the buyer is that it contains an element of chance.

Author Contributions

Conceptualization, Farida. Methodology and analysis, Sri Yunarti and Farida. Original drafting and writing, Fiona Xueqing Luo.

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