

## Islamic Economic Views on Monthly Promotion Analysis of Online Marketplace: Contracts and Marketing Strategies

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**ABSTRAK:** Tulisan ini bertujuan untuk menganalisis promo bulanan pada online marketplace dari sisi akad dan strategi pemasarannya. Dengan menggunakan metode kualitatif di mana data dikumpulkan melalui studi literatur, ditemukan bahwa tidak terdapat kecacatan dalam akad antara penjual maupun pembeli. Dengan demikian, transaksi tersebut dikatakan sah. Kegiatan promosi bulanan yang dilakukan oleh online marketplace sejatinya merupakan salah satu strategi pemasaran produk agar cepat laku di pasaran. Dari berbagai literatur yang ada tidak ditemukan bahwa Islam melarang praktik tersebut.

**Kata kunci:** akad, strategi pemasaran, ekonomi Islam, promo bulanan.

**ABSTRACT:** The purpose of this post is to examine contracts and marketing techniques related to monthly promotions on online marketplaces. It was discovered that the agreement between the seller and the buyer was flawless, utilizing a qualitative approach to gather data through a review of the literature. As a result, the transaction is regarded as legitimate. One of the tactics used by online marketplaces for product marketing is their monthly promotional campaigns, which help products sell quickly. There is no evidence in the body of material now in publication that Islam forbids this behavior.

**Keywords:** contracts, marketing strategies, Islamic economics, monthly promotions.

### 1. INTRODUCTION

In the current online era, consumers of a product, especially goods, are familiar with monthly promotions that are routinely provided by online marketplaces (Syuhada & Gambett, 2013). Not infrequently, this is something that consumers are really looking forward to. They are even willing to hold off on purchasing an item until the monthly promo comes the following month (Lee & Tsai, 2014). According to (Lestari, 2020), the monthly promotion in question is a promotion that is carried out on a certain date according to the order of the months in the Gregorian calendar (syamsiyah). For example, promo 1.1 means a promotion on January 1. Furthermore, promo 2.2 means a promotion on February 2. And so on until the end of the year, namely the 12.12 promo (December 12). When the promotion takes place, the online marketplace often provides various benefits for consumers. Starting from discounts on certain products, free shipping, to reward points (Azizah & Indrawati, 2022; Nastiti, 2020). Several online marketplaces such as Tokopedia, Shopee, Lazada, Blibli, and so on often compete with each other in providing promotions to attract more buyers (Lee & Tsai, 2014).

This practice that has become so widespread in society needs attention from Muslim scholars, especially Islamic economics scholars. This is because no literature has been found that examines this problem. Various existing reading sources do not specifically reveal what happens to monthly online marketplace promotions. On that basis, this article is formulated to fill this gap so that society, especially Muslim consumers, have a basis in their muamalah activities and will ultimately have worship value.

This study aims to analyze the practice of monthly online marketplace promotions through the perspective of Islamic economics (contracts and marketing strategies). Thus, the results of this study are expected to add to the literature on Islamic economics, especially in the field of contracts and marketing strategies. In addition, Muslim communities can also use it as a basis for their daily activities.

## **2. METHOD**

A qualitative approach is the right way to dissect this problem because it does not contain mathematical operations or statistical data processing (Gerring, 2017). From various types of qualitative research, this study will use documentation for data collection and literature studies for data analysis (Kim et al., 2017). This is done to understand the monthly promotion problem in depth, find patterns, and compare it with theory. In testing the validity of the data, researchers use a credibility test (Hayashi et al., 2019) which is carried out through in-depth observation, discussions with Islamic economics scholars and expert interviews (Islamic economics lecturers).

## **3. RESULT AND DISCUSSION**

The research results and discussion will be separated into two sub-chapters. First, the description of the results contains data obtained by the researcher on the problem being studied. Second, qualitative analysis will reveal the problems, assess, and draw conclusions from an Islamic economic perspective.

### **3.1. Descriptive Data**

Nowadays, online buying and selling activities produce several new terms such as online marketplace, online shop, and e-commerce (Fauzia, 2015; Montoh et al., 2021; Veselova, 2020). The online marketplace that is the focus of this study is a third party that provides a website or application and acts as an intermediary for sellers and buyers. Like a department store, an online marketplace also provides stalls for sellers who want to trade at their place, only the stalls are not visible. The goods sold are also diverse (there are many sellers). Some examples of online marketplaces are Tokopedia, Shopee, Lazada, and Blibli.

Online marketplaces are different from online shops (olshops) and e-commerce (Nemat, 2011; Nurwahidah, 2023; Tian & Stewart, 2006). Online shops are provided by social media applications such as Facebook, Instagram, Tiktok, and Whatsapp. Social media users only need to change their accounts to business accounts if they want to sell on the platform. Sometimes Whatsapp users don't even need to change because in practice they only use Whatsapp status to sell. Meanwhile, the difference between online marketplaces and e-commerce lies in the ownership of the website. E-commerce is usually developed by product brands that are already known to the public such as Brodo, Erigo, Eiger, Uniqlo and Rabbani. They create their own websites to sell various variants of their products. On the other hand, they also still have shops that can be visited by visitors during operating hours.

Monthly online marketplace promotions are one of the routine promotional activities carried out once a month on certain dates by online market service providers. Data shows that there is an increase in the number of transactions and their size when consumers are given monthly promotions. Based on a Poll Survey conducted by

Katadata (Annur, 2022), the following are the products that consumers are most interested in when shopping online:

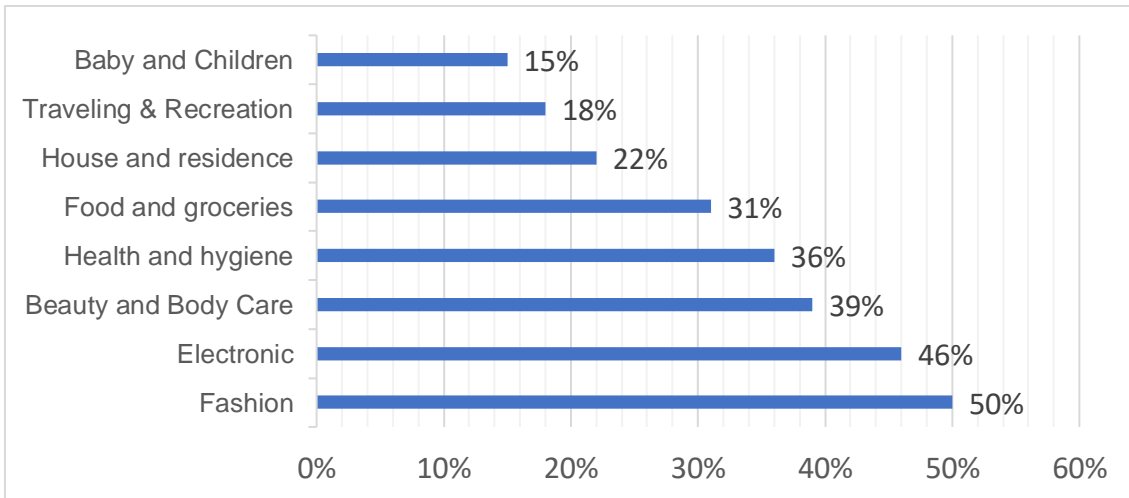


Figure 1. Most Popular Products from Consumers in Online Marketplaces

From the image above, it appears that fashion products (clothing) and accessories are the products that are most in demand by consumers. Meanwhile, the needs for babies and children are the products with the lowest demand. Still referring to the same data, consumers are currently more encouraged to shop online because they are easily accessible anytime and anywhere. On the other hand, the presence of official stores on online marketplaces makes consumers increasingly confident in the authenticity of the product. According to research by Kredivo and Katadata Insight Center (KIC), the millennial generation aged between 26 and 35 years dominates online shopping transactions (Uljannah & Santoso, 2024).

Nowadays, monthly online marketplace promotions are not only realized in the form of discounts on certain products, but also other benefits such as getting shopping vouchers, free shipping vouchers, and additional discounts if using the paylater payment method (pay later) (Deufel, 2019; Fajrussalam, 2023; Aritonang, 2022). In fact, Digibank (2023) by DBS said that consumer interest in using this payment method is increasingly popular, especially among the millennial generation. This is because the paylater payment method provides more attractive promos for consumers than other payment methods.

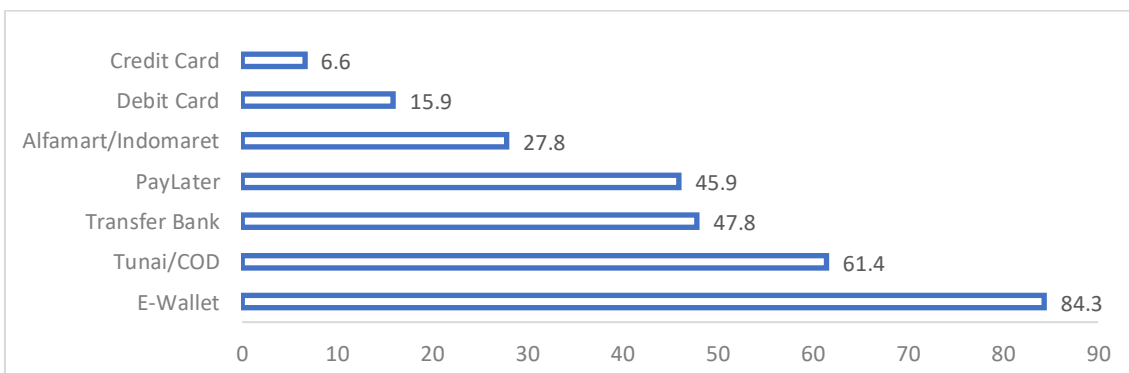


Figure 2. Most Used Payment Methods by Online Marketplace Consumers

Referring to the results of the Indonesian e-Commerce Behavior Report 2023, the payment method via e-wallet is the most widely chosen by consumers. This seems reasonable because almost all online marketplace service providers provide account creation that is also connected to their e-wallet. For example, Shopee with Shopee Pay, or Tokopedia with Gopay. Meanwhile, the use of credit cards is the least used payment method because credit card owners are usually upper-class residents. However, there is something interesting where the later payment method (Paylater) has ranked fourth as the method most widely used by Indonesian consumers. However, Paylater is able to show a positive trend as the fastest growing payment method compared to others.

### **3.2. Qualitative Analysis**

Contracts in muamalah fiqh (Islamic law that regulates relationships between people relating to buying and selling or exchanging goods, services and other obligations) are generally divided into two, namely tabarru and tijari (Irkhami, 2017; Lukman, 2022; Maksum et al., 2020; Rizqa, 2023). The difference between the two types of contracts lies in the purpose, where tabarru is non-profit oriented, whereas tijari is profit oriented. Tabarru contracts are usually carried out because they want to help others or simply do good in order to seek reward and Allah's approval, such as lending property, donating energy, and giving something (infaq, alms, gifts and endowments) without expecting anything in return. In fact, the tijari contract can also be worth a reward (worship) but on the other hand there is a commercial goal, namely seeking profit from this activity. People usually practice this contract in the form of murabahah (buy and sell), ijarah (rent), musyarakah and mudharabah (cooperation in the form of capital), and so on. In each transaction above, there is usually a profit (ribhun) which is determined at the beginning. or at the end of the transaction.

Based on the explanation above, consumers who make transactions during the monthly online marketplace promotion are included in the category of tijari contracts. This is because both sellers, online marketplace providers, and consumers expect benefits from the transactions made. Sellers expect their merchandise to sell quickly so that capital turnover will be faster. Online marketplace providers will also benefit from the many transactions made by consumers with producers. Moreover, if the paylater payment method is chosen by consumers, the benefits for online marketplace providers can be even higher. Meanwhile, consumers also get benefits in the form of cheaper product prices than usual, free shipping vouchers, shopping points and so on.

In practice, purchasing a product during a monthly online marketplace promotion can be divided into two transaction methods, namely cash and credit (Parameswari & Ginny, 2022). Purchasing a product (goods) in cash in an online marketplace appears when consumers select goods, put them in the shopping cart, and pay the price of the goods (check-out). Payment can be made through the balance in the consumer's account or using other payment methods such as mobile banking (bank transfer) and e-money (gopay, ovo, wallet, link aja, and so on).

During monthly promotions, there are usually product discounts or free shipping vouchers so that the price that consumers have to pay will ultimately be reduced. If consumers make the above transaction (paying the price of the desired product according to the agreement), then the sharia contract used is a sale and purchase contract (bai'). The same type of contract (bai') can also occur if consumers choose the cash payment method on the condition that the goods have arrived in the hands of

consumers, known as Cash On Delivery (COD) (Anjum & Chai, 2020; Halaweh, 2017). Thus, cash transactions are included in the category of sales and purchases (bai'), both those paid in advance and then waiting for the goods to arrive in the hands of consumers or paid after the consumer receives the goods. For more details, see the following scheme:

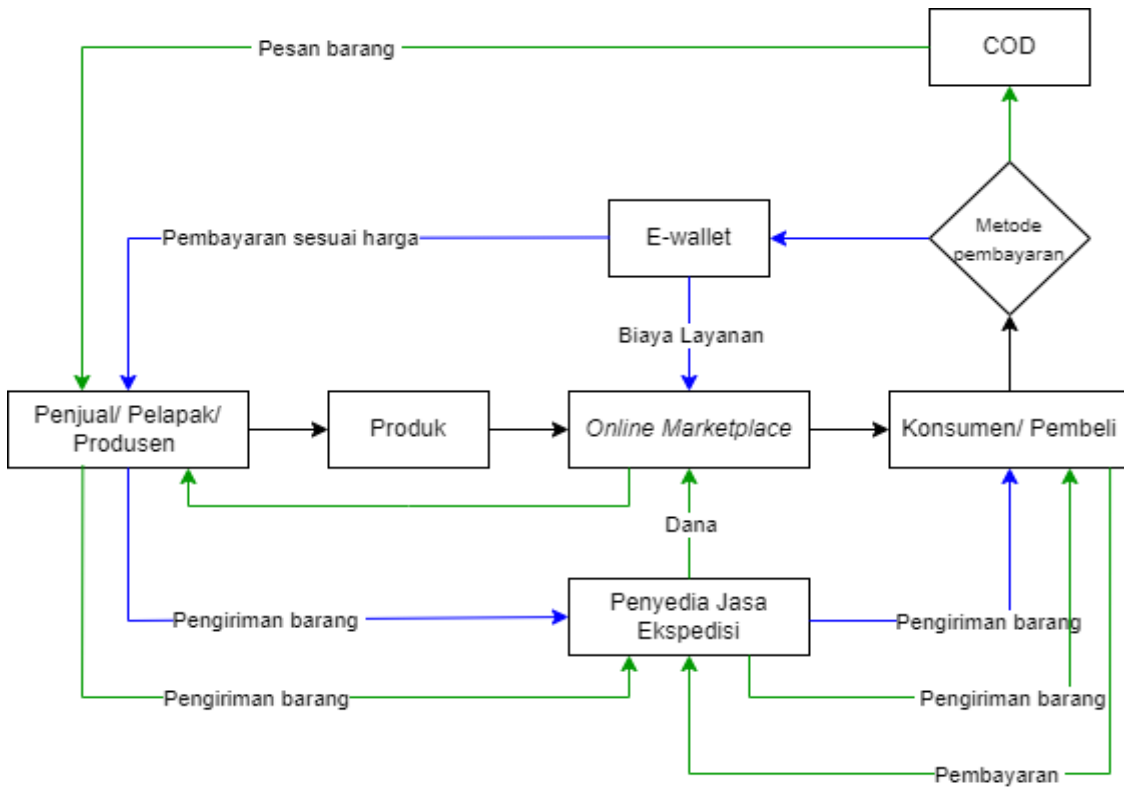


Figure 3. Cash Payment Scheme via E-Wallet and COD

Image explanation:

1. Black Line
  - a. Sellers sell their merchandise (products) both goods and services in the online marketplace.
  - b. Consumers are interested in the goods and intend to buy them (check-out).
  - c. Consumers are then faced with a choice of payment methods.
2. Blue Line
  - a. Consumers choose the e-wallet payment method (digital wallet).
  - b. Consumers pay the price of the desired goods and also pay the online marketplace service fee.
  - c. Payment of the price of the goods will go into the seller's account, while the service fee will go to the online marketplace service provider.
  - d. After payment is received, the seller packs the goods and hands them over to the shipping service provider to be sent to the consumer.
3. Green Line:
  - a. Consumers choose the COD payment method.
  - b. The seller packs the goods ordered by the consumer and hands them over to the shipping service provider to be sent to the consumer's address.

- c. After the goods are sent and reach the consumer, the consumer then pays the previously agreed price (price of goods, service fee, shipping fee).
- d. The shipping service provider then hands over the money to the online marketplace service provider and then hands it over to the seller.

Different conditions are shown by consumers who buy products on credit. Payment by credit is usually called *paylater* (pay later). This method is actually intended for consumers who are in urgent need but at the same time do not have enough cash. With *paylater*, consumers can make purchases of products and pay for them later. *Paylater* usually has a payment period (*tenor*) ranging from 1 (one) month to 12 (twelve) months.

If analyzed according to sharia transactions, purchasing products through *paylater* is also part of buying and selling (*bai'*), only it is done through *murabahah* or *murabahah bi al-wakalah*. This is because consumers buy a product sold by a producer (trader) in an online marketplace and then ask the online marketplace service provider for help to pay a certain amount of funds according to the price of the product desired by the consumer. The online marketplace service provider will buy the product with the funds they have and sell it to the previous consumer. Of course, reselling to consumers will be subject to a higher price as a profit (*ribhun*) by the online marketplace service provider. Consumers will later pay according to the agreed price. The longer the *tenor* chosen by the consumer, the higher the profit the online marketplace service provider will get.

From the description above, a *murabahah* or *murabahah bil wakalah* (purchase through a representative) contract occurs. This is because consumers ask online marketplace service providers to be representatives for consumers to buy the desired products and those sold by producers (Ghozali et al., 2020; Syarif et al., 2023). In practice, online marketplace sellers (traders) also only accept payment of an amount of funds previously agreed upon with consumers (not the online marketplace service provider). From this practice, it can be seen that the payment method in installments or credit is not carried out by the seller but by the online marketplace service provider.



Figure 4. Cash Payment Scheme via E-Wallet and COD

Image explanation:

1. The seller is selling his merchandise in the online marketplace.
2. The consumer is interested in a product and then wants to buy it. When it comes to the choice of payment method, the consumer chooses paylater after reading the terms and conditions provided by the online marketplace service provider.
3. After an agreement is made, the online marketplace service provider will pay the price of the goods desired by the consumer.
4. The seller receives the payment, then the goods are packed and sent to the expedition service provider.
5. The expedition service courier will send the goods according to the consumer's address.
6. The consumer will then start paying in installments for the goods he has purchased to the online marketplace service provider.

Viewed from the perspective of Islamic economics, the above practices, both payments made in cash via e-wallet, COD, or bank accounts and on credit via paylater are valid. This is still included in the criteria for buying and selling and is free from usury. This is because consumers also agree (ridha) to the price changes listed on each payment method. However, in the terms and conditions of payment via Paylater, there are usually additional costs in the form of interest and fines if consumers do not pay on time (there is a delay). If there is such information, then payment via paylater becomes haram.

Researchers are also concerned about costs outside of the above, especially online marketplace service fees, even if it is only IDR 1,000. Usually, service fees will appear at the very last stage of shopping. Consumers will assume that the price to be paid is the price agreed upon at the beginning with the producer (seller). It turns out that after the purchase is almost successful, there are additional costs in the form of service fees. In the researcher's opinion, these costs can make transactions invalid because not all consumers know that there will be service fees at the end of the purchase stage. Examples are as follows:

Rincian Pesanan					
No.	Produk	Variasi	Harga Produk	Kuantitas	Subtotal
1	Buku Intelijen Ekonomi Edisi 1 - Prof Tatang Ary Gumanti - UPP STIM YKPN		Rp161.000	1	Rp161.000
				<b>Subtotal</b>	<b>Rp161.000</b>
				<b>Total Kuantitas (Aktif) 1 produk</b>	

Subtotal untuk Produk	Rp161.000
Subtotal Pengiriman	Rp23.000
Biaya Layanan	Rp1.000
Total Diskon Pengiriman	-Rp23.000
<b>Total Pembayaran</b>	<b>Rp162.000</b>

Biaya-biaya yang ditagihkan oleh Shopee (jika ada) sudah termasuk PPN

Figure 5. Example of Payment Invoice on Shopee Online Marketplace

From the example above, the buyer initially only knows that the price of the desired product is IDR 161,000 and at the same time the buyer gets a free shipping discount voucher of IDR 23,000 so that the total he will pay is the same as the initial price. However, at the end of the service the total cost that the buyer must pay is IDR 162,000

because of additional costs, namely service fees. This transaction can be categorized as haram (Alam et al., 2017; Nurinayah, 2023; Waemustafa & Sukri, 2016) so that the sale and purchase carried out is invalid because there is gharar (uncertainty of price) as in the following verse:

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِّنْكُمْ وَلَا تَقْتُلُوا  
أَنْفُسَكُمْ ۗ إِنَّ اللَّهَ كَانَ بِكُمْ رَحِيمًا

*O you who believe, do not consume your neighbor's wealth in a vain (unrighteous) manner, unless it is in the form of commerce based on mutual consent between you. Don't kill yourself. Indeed, Allah is Most Merciful towards you (An-Nisa'/4:29)*

Further qualitative analysis of monthly online marketplace promotional activities is seen from the marketing side. The concept of the traditional marketing mix 4P or 7P, especially promotion, is the basis for this analysis (Sari, 2017). Promotion is a marketing activity that disseminates information and influences many people to use or buy a product. Monthly promotional activities carried out by online marketplaces can be classified into several promotional categories, namely traditional promotions (billboards, television, print media); digital promotions (social media); and endorsements (using influencers such as artists).

Some things that need to be considered by online marketplace service providers in promotional activities must be carried out with truth and honesty. Because, often found promotions that exaggerate so that there is an element of dishonesty of online marketplace service providers. On the other hand, everything will eventually be held accountable including in promotional activities. Promotional activities should also not force someone to buy and this is not found in online marketplace service providers.

إِنَّ الَّذِينَ يَشْتَرُونَ بِعَهْدِ اللَّهِ وَأَيْمَانِهِمْ ثَمَنًا قَلِيلًا أُولَٰئِكَ لَا خَلَاقَ لَهُمْ فِي الْآخِرَةِ وَلَا يُكَلِّمُهُمُ اللَّهُ وَلَا يَنْظُرُ  
إِلَيْهِمْ يَوْمَ الْقِيَامَةِ وَلَا يَزَكِّيهِمْ ۗ وَلَهُمْ عَذَابٌ أَلِيمٌ

*Indeed, those who trade in Allah's promises and their vows for a cheap price, they will have no share in the afterlife, Allah will not greet them, will not pay attention to them on the Day of Resurrection, and will not purify them. For them there will be a painful punishment (Ali 'Imran/3:77).*

#### **4. CONCLUSION**

Based on the description above, this study concludes that (1) monthly online marketplace promotions are a marketing strategy that focuses on promotional activities by utilizing the same date and month. No Islamic economic literature was found that forbids this practice. (2) Transactions that occur during promotional activities can be distinguished as cash and credit with payment method options such as e-wallet, bank account transfers, and pay later (paylater). (3) In cash transactions, the contract that occurs is a sale and purchase contract (bai') while in credit transactions, the murabahah and/or murabahah bi al-wakalah contracts are used. (4) The law on the use of all of the above contracts is valid. (5) However, if there is interest and late fines, it makes it invalid.

The thing to note is that service fee transactions that can lead parties to price uncertainty (gharar) are not allowed in Islam. Thus, it is recommended for online marketplace service providers to inform consumers regarding the service fees charged.



On the other hand, muamalah transactions in Islam emphasize the concept of honesty so that it will bring more benefits, especially for the parties to the contract.

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