

Analysis of the influence of Eid al-Fitr on online buying and selling at Tumbas clothes shops

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ABSTRAK: Fenomena belanja menjelang hari raya idul fitri merupakan salah satu peristiwa ekonomi yang selalu dihadapi Indonesia. Biasanya terjadi ketika bulan Ramadhan hingga menjelang Hari Raya Idul Fitri. Oleh karena itu, dilakukan penelitian yang bertujuan untuk mengetahui bagaimana pengaruh Hari Raya Idul Fitri terhadap jual beli online. Penelitian ini menggunakan metode penelitian kuantitatif dengan pendekatan observasi dan wawancara, teknik pengambilan sampel dengan melihat data penjualan di aplikasi onlinenya. Hasil penelitian ini berupa jawaban dan data dari penjual. Hal ini menunjukkan bahwa hari raya idul fitri memiliki pengaruh positif terhadap kegiatan jual beli online, menciptakan pertumbuhan ekonomi dan kesejahteraan masyarakat.

Kata kunci: Hari raya idul fitri, jual beli online, jual beli.

ABSTRACT: The phenomenon of shopping before Eid al-Fitr is one of the economic events that Indonesia always faces. It usually occurs during the month of Ramadan until the Eid al-Fitr holiday. Therefore, a study was conducted that aims to find out how the influence of Eid al-Fitr on online buying and selling. This research uses quantitative research methods with observation and interview approaches, sampling techniques by looking at sales data in online applications. The results of this study are in the form of answers and data from sellers. This shows that Eid al-Fitr has a positive influence on online buying and selling activities, creating economic growth and community welfare.

Keywords: Hari raya idul fitri, online trading, buying and selling

1. INTRODUCTION

Basically, holidays are all days in which there is a group of people who celebrate them. Especially for religions that have celebrations - big or small holiday celebrations. For example, in Islam there is a big holiday, namely Eid al-Fitr, which is always held repeatedly every year with a spirit of joy, happiness, cheerfulness, sadness and a new smile. Eid al-Fitr is a Muslim feast day held on the 1st of Shawwal (after the end of Ramadan). (Ulumuddin, 2010)

The nuances of welcoming the great Muslim holiday of Eid al-Fitr are very pronounced in Indonesia, where on this holiday all extended families gather and establish friendship again, the tradition of returning home or homecoming is often a habit of families who are far back to their hometowns. This homecoming phenomenon has its own story. Not only homecoming, there is one more phenomenon on this holiday, which is the distribution of THR or Tunjangan Hari Raya, which are envelopes containing money and then distributed to other relatives.

Eid al-Fitr also makes an economic increase, especially in people who sell in the market. The phenomenon that occurs is that buying new clothes is one of the habits to welcome Eid al-Fitr or what is often called Eid, not only buying clothes, in the market there are also many selling pastries, ketupat and other things that can be used as food for guests who come to stay in touch on that day.(Maharani, 2020).

The phenomenon of Eid al-Fitr in our society is very interesting to study. At that time both before and after, public consumption will have a tendency to increase. Increased consumption occurs in food commodities, clothing, transport, and so on. The government gives long holidays. Companies provide additional salaries for their employees. This also triggers an increase in demand for goods and services. At that time, if it is not matched by adequate supply, it will cause a serious increase in the price of goods and services. The increase can occur before or after.

The increase in the price of goods and services in general is commonly referred to as inflation. The time and place are specific. If the price increase occurs only in one or two types of goods, the phenomenon cannot be said to be inflation. Unless the increase in one or two goods causes a widespread increase in the prices of other goods.

One of the phenomena in the economic field today is the emergence of buying and selling transactions using electronic media or what is commonly referred to as online buying and selling. With the advancement of communication and information, it has had an impact on progress in the business world. Long-distance buying and selling is already a habit that applies in today's business world. In this case, the seller and buyer no longer pay attention to the issue of verbal consent, but simply by means of valuable evidence, such as transfer notes, and so on without requiring physical presence. Therefore, if in fiqh muamalah there is a requirement that the transacting parties must be in one assembly, then for the model of transactions carried out online like this, the requirement to unite in one assembly is no longer relevant to today's needs where information and communication technology is very advanced.

One example is the sale of products/goods online via the internet such as those of Lazada, Tokopedia, Buka Lapak, Blibli, Elevania, Shopee etc. In this business, support and services to consumers using a particular site or website via a laptop or computer; or applications that can be downloaded from gadgets or mobile phones via PlayStore.

As for the discussion related to the title raised by the author, namely how the public reacts to the influence of Eid al-Fitr holidays on online sales at the tumbas clothes shop at shopee.To find out the effect of Eid al-Fitr on online sales.To find out the difference in sales results on weekdays with Eid al-Fitr.

This study aims to determine the effect of holidays on online buying and selling both from the causes and causes of the impact that will occur. By knowing the impact of the causes and consequences of Eid al-Fitr on online buying and selling, it is hoped that both the author and people who have an online buying and selling business can anticipate and apply it.

2. METHOD

This research falls under the qualitative research paradigm, aimed at generating descriptive data in the form of words rather than numerical data typical of quantitative research. The analysis focuses on qualitative descriptions to gain a comprehensive understanding of the subject matter. Qualitative research endeavors to explore and elucidate the complexities of phenomena, providing in-depth insights into the status or condition of a particular phenomenon at the time of the study. By delving into the depth and nuances of the subject, qualitative research enables a thorough examination of the phenomenon under investigation.

The sampling technique is a data collection technique that is taken as a whole or as a whole to get an overview of this. The researcher asked the research subject about potential subjects and other research sources who were considered to be able to provide the information needed by the researcher. Regarding the number of samples is very dependent on what the researcher wants to know, the purpose of the research, the current context, what is considered useful and can be done with the time and resources available. The validity that emerges in qualitative research is more related to the information from the selected sample cases rather than depending on the number.

3. RESULT AND DISCUSSION

Theoretical Basis and Previous Research

1. Buying and selling

Buying and selling is an activity of exchanging goods for other goods in a certain manner. Included in this are services and also the use of means of exchange such as money. Selling and buying itself is: exchanging goods for goods for money by releasing property rights from one to another on the basis of mutual consent.

Sale and purchase transactions can take place either verbally or in writing according to Article 1458 KUHPdt. When conducted verbally, they are typically supported by written evidence such as sales invoices or payment receipts. Conversely, written agreements can take the form of an authentic deed before a notary or a deed under the parties' own hands. This extends to the payment and delivery of goods as well. Payment, as outlined in Article 1513 KUHPdt, is made at the specified time and place, either in cash or through bank securities. Similarly, goods are delivered at their location unless otherwise agreed upon (Article 1477 KUHPdt). Based on these provisions, buying and selling constitute an agreement to exchange items or goods of value with mutual consent between two parties. One party provides the goods, and the other accepts them according to the agreed-upon conditions, which adhere to Shariah principles. The fundamental pillars of buying and selling include: The presence of both a seller and a buyer, who must be of sound mind, acting voluntarily, and mature. The exchange of goods or services for other goods, such as money, gold, silver, or services. For goods not physically present, such as those elsewhere, it is termed as "salam". The agreement or acceptance of the transaction between the seller and the buyer, commonly known as "ijab" and "qabul".(Fitria, 2017)

2. Online buying and selling

Online buying and selling is often referred to as online shopping, or buying and selling via the internet media. The definition of online buying and selling as a dynamic set of technologies, applications and business processes that connect companies, consumers, certain communities through electronic transactions and trade in goods, services and information carried out electronically. Based on the above understanding, it can be concluded that buying and selling via the internet is buying and selling carried out through electronic media. To conduct buying and selling transactions, sellers and buyers do not have to meet directly or face each other directly. Buyers can determine the characteristics and types of goods they want and then pay according to the price listed. Then the seller delivers the goods to be bought and sold. (Saprida et al., 2022)

According to the Big Indonesian Dictionary, buying and selling is a mutually binding agreement between the seller, the party who delivers the

goods, and the buyer as the party who pays the price of the goods sold.¹ According to Rahmat Syafe'i, in language buying and selling is the exchange of something for something else.

The term "online" is derived from two English words: "On," meaning alive or inside, and "Line," referring to a track, channel, or network. Essentially, "online" signifies being connected to a network or the internet. In this state, various activities can be actively pursued, including one-way actions like reading news or articles on websites and two-way interactions such as chatting and emailing. Conceptually, "online" denotes a condition where devices are interconnected via a network, facilitating communication between them. In the context of buying and selling, online transactions occur over the internet, involving a binding agreement between the seller, who offers the goods, and the buyer, who pays for them. This method eliminates direct contact between the parties, relying instead on digital platforms like mobile phones, computers, and tablets to conduct transactions. Previous research is one of the guidelines for researchers in carrying out research which ultimately contributes to the development of the theory applied in this study. Although there is no previous research with a title identical to this research, researchers have looked at several other studies as references to enrich the framework of this research. Several journals relevant to the research topic are also used as a basis for enriching the literature in this study.

In research conducted by Riska Damayani in 2020 with the title "The influence of Eid al-Fitr on the pattern of inflation movement in Indonesia for the period 2010 - 2019" where this study aims to find out how the influence of Eid al-Fitr on the pattern of inflation movement in Indonesia. The results showed that there was an influence of Eid Al-Fitr on the pattern of inflation movement of 32.8% and there was a pattern of inflation movement that tended to increase when approaching the month of Ramadan (Dt 01), then continued during Eid Al-Fitr (Dt 02) and tended to decrease when one month after Eid Al-Fitr (Dt 03). (Damayani & Hasbiullah (2020)

In a study conducted by Mustanginah in 2019 with the title "The Effect of Eid Al-Fitr on Inflation in Tasikmalaya City" where this study aims to determine the effect of Eid Al-Fitr on inflation in Tasikmalaya City so that it is expected to help the government in determining policies related to price control. The results of this study indicate that Eid al-Fitr has a positive effect on inflation in Tasikmalaya City, the magnitude of the impact is 8.7 per cent. (Dinamika et al., 2019)

In a study conducted by Muktar Redy Susila in 2020 with the title "The Effect of Eid al-Fitr on Inflation in Indonesia with the ARIMAX Aproach (Calendar Variation)" where this study aims to examine the effect of Eid al-Fitr on monthly inflation in Indonesia. Based on the ARIMAX model, it shows that the months of January, May, June, July, August, November, December, and Eid al-Fitr have a significant effect on monthly inflation in Indonesia. The effect given by Eid al-Fitr is 0.47. The meaning of the number is that when the Eid holiday arrives, inflation will increase by 0.47. (Redy Susila, 2020)

In research conducted by Andreas Partogi in 2017 with the title "The effect of national religious holidays (Eid al-Fitr and Christmas) on the inflation rate in Indonesia for the period 2004.1 - 2016.4: an error correction model approach" where this research aims This study aims to find out how the influence of National Religious Days in this study is the Eid al-Fitr and Christmas holidays, on inflation in Indonesia. The results showed that in the long run the variables of money supply, Gross Domestic Product, and

interest rates have a positive and significant effect on the price level. While the existence of Eid al-Fitr and Christmas holidays still in the long run has no significant effect on the price level. And in the short term, only the interest rate has a significant influence on the price level. While the Eid al-Fitr and Christmas holidays do not really affect the price level in the short term.(Partogi, 2017)

In a study conducted by Agus Dwi Cahya in 2021 with the title "The effect of online sales during the covid-19 pandemic on MSMEs using the interview method" where this study aims to determine how much influence online sales during the Covid-19 Pandemic have on MSMEs Salad Nyoo Timoho. The result of this study is that during this pandemic, MSMEs are very influential because they can stabilise the Indonesian economy. Collaboration by MSMEs by working with platforms, marketplaces and social media is very helpful as a medium for marketing, promotion and online sales.(Cahya et al., 2021)

In a study conducted by Tira Nur Fitria in 2017 with the title "Online buying and selling business (Online Shop) in Islamic law and state law" where this study aims to find out about online shops (online business shops) in the view of Islam (Islamic law). The results of this Islamic study of doing business through online are allowed according to Islamic law. As long as there are elements of usury, injustice, monopoly and fraud. The Prophet implies that buying and selling is halal by mutual consent (Antaradhin), traded or through online business because it has a positive benefit impact because it is practical, fast, and easy for buyers. If business through online does not enter in accordance with the terms and conditions described above, online business is not allowed.(Fitria, 2017)

In a study conducted by Saprda in 2022 with the title "Online buying and selling in Islamic law reviews at the Al-Mughtar Gotong Royong IV Mosque, Suka Maju Village, Sako District Palembang" The aim of this community service initiative is to familiarize recitation mothers at the Al-Mughtar Gotong Royong IV Mosque in Suka Maju Village, Sako District, Palembang, with the principles of online buying and selling within the framework of Islamic law. By providing this education, the objective is to equip participants with a thorough understanding of the legal and ethical aspects of engaging in online transactions according to Islamic principles. It is hoped that through this socialization, participants will gain the knowledge and confidence to conduct online transactions in a manner that adheres to Islamic law, thereby contributing to the enhancement of the local economy as a whole.(Umari, 2022)

Impact of buying and selling

1) Why do Eid holidays affect online buying and selling ?

Eid al-Fitr is one of the most awaited moments every year by people. because people from afar will return to the village to meet their relatives and laugh to establish close friendship. Both from children, teenagers, parents they will gather in one place to release longing because of separation or rarely meet.

On the eve of Eid, people shop for new things such as clothes, pants, robes, koko, sandals and so on to wear because they have fasted for one month of Ramadan. They can shop anywhere directly or indirectly. one of them is shopping via online shop.

Shopping through online shops makes it easier for people to find items they want to buy both for daily needs and needs during Eid. Because people who shop through online shops do not need to leave the house can also be done anywhere even though the person shopping is busy doing his business. At the time of Eid, offline stores will be very crowded with people to shop so that people who do not have time to shop will be facilitated by online buying and selling.

2) The impact of Eid holidays on online shop sellers

Eid al-Fitr is a moment that Muslims have been waiting for, but it is not uncommon for non-Muslims to also celebrate Eid al-Fitr as a form of respect for others. Usually before Eid al-Fitr, demand for goods increases compared to normal days. Therefore, when there is an opportunity to earn a lot of money, someone sells through an online shop because the capital required is not too much and is not too tiring compared to selling directly.

As a new seller, getting customers is the hardest thing because you have to compete with sellers who already have many customers and a lot of capital. Before the fasting month, sellers can only sell one product, sometimes not at all. However, when the holidays approach, the demand for goods increases so that they get a significant profit compared to ordinary days.

However, as a new seller in an online shop with the name Tumbas Clothes Shop, getting more than 10 orders from buyers makes the seller more enthusiastic about selling and adding more product variants. Because that way the opportunity to earn money will be greater than just selling one product. The seller will collaborate with several tailors or manufacturers who also produce their own goods. This idea arose because the sales curve was rising but there was no stock of goods available so there was a lot of rejection from buyers and this was done automatically by the system.

Based on data obtained from the sales application at the Tumbas clothes shop, more than 100 orders were recorded, but less than 100 orders were successfully processed, so approximately 30 orders were not processed due to a lack of stock and the seller's preparation for selling.

3) The impact of Eid holidays on online shoppers

As a buyer, online buying and selling makes shopping activities very easy. Because when Eid al-Fitr approaches, both online and offline shops are all busy because they are enthusiastic about shopping. Buyers can choose anytime and anywhere without having to bother going to the shop directly. Buyers can be sure to buy goods by looking at the reviews in the online shop and also if they don't match what they want, buyers can easily ask for a replacement of the goods.

Usually online shops are more respectful in replacing goods if they are damaged or the goods are wrong. Meanwhile, offline shops, when they are out of payment, are cashiered. If the goods are suddenly damaged or the alignment has changed, they are not allowed to exchange goods, so when you want to buy, you usually have to be careful and patient. Because When shopping before Eid al-Fitr, the shop will be busy and there will be a queue at the checkout counter, so if you are not patient and careful, buyers will experience losses.

4. CONCLUSION

That Eid holidays affect online sales both positively and negatively for sellers and also to buyers affect both positive and negative impacts. Although there is a lot of competition, due to the large number of requests, new online sellers can compete with online sellers who are already well-known and have many customers. In the face of this happening again the seller prepares various funds for operations and opens up jobs to speed up production. It is hoped that opening up jobs can help people.

The seller did not expect the demand for goods to be so much beyond the amount of goods available that many buyers had to cancel their orders. So that many buyers feel disappointed because they failed to get the goods they wanted. The seller feels bad to the buyer for cancelling many orders because the production quantity has reached its limit and has not made any more products.

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