
Islamic Ethics and Values in the Shopee Affiliate Program: Qawaid Fiqhiyyah Approach

*Isnania Wiaam*¹, *Khoirun Nisa*², *Sinta Thia Anggraeni*³

^{1,2,3}Master of Islamic Economic Law, Universitas Muhammadiyah Surakarta, Indonesia

¹o200230022@student.ums.ac.id, ²o200230023@student.ums.ac.id,

³o200230016@student.ums.ac.id

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Abstract: *This research aims to review the application of ethics and Islamic values in the Shopee Affiliate program with the Qawaid Fiqhiyyah approach. This study uses a qualitative analysis method. There are two types of data collected, namely primary data and secondary data. Primary data includes participatory observation of how the Shopee Affiliate program is run and interactions between platforms, affiliates, and consumers in the context of Islamic ethics. Secondary data includes journal articles, books, case reports in Islamic law journals, and fiqh books. The data was analyzed using the document analysis method to produce relevant findings regarding the application of Qawaid Fiqhiyyah in the Shopee Affiliate program, with a focus on ethical aspects and compliance with Sharia principles. The results show that the Shopee Affiliate program generally supports ethical principles and Islamic values, but there is room for improvement in aspects of transparency, fairness, and social responsibility. The study provides recommendations for improving affiliate business practices to be more aligned with Islamic ethical principles and has the potential to serve as a model for other e-commerce platforms in conducting ethical and responsible business.*

Keywords: *Islamic business ethics, qawaid fiqhiyyah, shopee, affiliate program, e-commerce.*

INTRODUCTION

The development of digital businesses has experienced a significant surge in recent decades, driven by advances in information and communication technology. The era of digitalization has changed the way consumers interact with products and services, leading to increased adoption of e-commerce technology. E-commerce allows consumers to purchase goods and services online, providing convenience, a wide range of choices, and easy access to product information [1]-[3].

With the increasing use of the internet and mobile devices, e-commerce platforms such as Amazon, Alibaba, and Shopee are starting to dominate the global market. Indonesia, as one of the countries with a large population and increasing internet users, is an important market for these platforms. Shopee, in particular, has become one of the major players in Southeast Asia, including Indonesia, by offering a wide range of products from fashion to electronics. According to a study by Ahlamiyah et.al Shopee has the highest score in the selection of e-commerce platforms in Indonesia based on quality, trust, and competitive prices [4].

The Shopee Affiliate program has become one of the popular digital marketing models in the era of e-commerce. The program allows individuals and companies to promote Shopee products and receive a commission from sales generated through their affiliate links.

Although this model offers many profit opportunities, there is an urgent need to explore how Islamic ethics and values are applied in the context of these programs [5]. This study is very important because Islam has a comprehensive view of business ethics, including in terms of honesty, transparency, and fairness [6].

Affiliate programs provide double benefits, both for companies and affiliates. Companies can expand the marketing reach of their products without the need for large investments in traditional marketing. On the other hand, affiliates earn additional income from the product promotion they do. Unlike resellers who have to buy products first for resale, affiliates only need to promote the product and do not need to keep stock of goods [7]–[9].

One example of this affiliate program is on e-commerce platforms such as Shopee and TikTok. Shopee provides an affiliate system where affiliates can earn commissions through several means, such as Pay-per-click, where the commission is received after a visitor clicks on an affiliate link, or Pay-per-sale, which provides a commission every time a transaction occurs through the link. There are also Pay-per-lead and Pay-per-impression systems that each provide a commission based on the contact data filled in by visitors or the number of views of an affiliate link. To be successful in affiliate marketing, affiliates need to consider the suitability of the niche, audience, earning potential, and necessary promotional costs [10].

Qawaid Fiqhiyyah is the basic principle that is a guideline for understanding and applying Islamic laws (fiqh). These principles are formulated in the form of general rules that can be applied to various situations, even when there are no specific rules in sharia texts. Thus, Qawaid Fiqhiyyah provides a flexible and adaptive theoretical foundation, allowing the adjustment of Islamic law to the changing times and dynamic social, economic, and cultural contexts [11]. This principle helps Islamic scholars and legal thinkers in carrying out *ijtihad*, which is the process of interpreting and developing laws that are relevant to contemporary conditions [12].

In the context of the paper "Ethics and Islamic Values in the Shopee Affiliate Program: The Qawaid Fiqhiyyah Approach", qawaid fiqhiyyah is used as an analytical framework to evaluate the suitability of the affiliate program with ethical values and Islamic law. Using this approach, research can identify and address ethical issues that may arise in the implementation of the program. For example, rules such as "Al-Mashaqqah Tajlibu al-Taysir" can be used to assess the ease or difficulty faced by program participants in carrying out practices following Islamic law [13]. The use of Qawaid Fiqhiyyah is not only important in maintaining the integrity of the program from a sharia perspective but also provides a foundation for further development in the context of modern Islamic law [14]–[16].

The purpose of this study is to evaluate the Shopee Affiliate program from the perspective of ethics and Islamic values, with the Qawaid Fiqhiyyah approach. The study also aims to provide recommendations on how affiliate program practices can be improved to reflect a commitment to Islamic ethical principles, as well as to assess whether this business model can be an example for other e-commerce platforms in conducting ethical and responsible business [17].

LITERATURE REVIEW

Shopee Affiliate is an affiliate marketing program that involves third parties in promoting products on e-commerce platforms. From an Islamic perspective, every business activity including marketing must comply with Sharia principles, especially in terms of ethics and recommended values. This article will discuss how Islamic ethics and values are applied in the Shopee Affiliate program using the Qawaid Fiqhiyyah approach.

Qawaid Fiqhiyyah emphasizes the importance of sharia goals in every aspect of life, including business. In the context of e-commerce, research shows that the application of Qawaid Fiqhiyyah-based business ethics can increase trust between sellers and buyers and

strengthen business sustainability. Shopee, for example, has applied these ethical principles to build trust and loyalty among users [18].

Other research mentions the importance of business ethics in e-commerce, including in affiliate programs. These ethics include fairness, transparency, and social responsibility. For example, in Bukalapak, the application of Qawaid Fiqhiyyah-based ethics involves protecting consumer rights and ensuring fairness in transactions [19]. Another study evaluated the performance of Islamic financial institutions based on Qawaid Fiqhiyyah. This evaluation uses indicators such as education, social justice, and wealth redistribution. The results show that although there has been progress in the application of ethics based on Qawaid Fiqhiyyah, there is still room for improvement, especially in terms of social responsibility [20].

Case studies in Indonesia show that the application of Qawaid Fiqhiyyah in Islamic banking focuses on justice and social welfare, but there are still challenges in terms of public education and social responsibility. This shows the importance of a more holistic approach in the application of Islamic ethics and values in business [21]. The integration of Islamic ethics and values, specifically through the Qawaid Fiqhiyyah approach, in the Shopee Affiliate program is an important step to ensure that business practices not only comply with the law but also contribute to social well-being and justice. This application is important to achieve a balance between business profits and social responsibility [22]–[25].

The study written by Sarah Sobrina shows that the motives and practices of affiliate buying and selling, based on the study of Legal Ethnography which examines the norms, customs, and legal culture of the community, are carried out to meet daily needs while maintaining the norms and culture that are firmly held by the people of Indonesia. In addition, the study of *maslahah mursalah* shows that this practice of buying and selling online brings many benefits, both for the community and individuals, without violating the principles in the Quran, Sunnah Rasul, or Ijma. These benefits include everything that provides good and avoids evil or harm. Therefore, affiliate programs like TikTok affiliate can be classified as *maslahah dlaruriyah*, which is a basic or primary benefit, as it is related to basic human needs. This program is considered part of *maslahah mursalah*, which brings goodness or happiness and keeps away harms such as poverty [26].

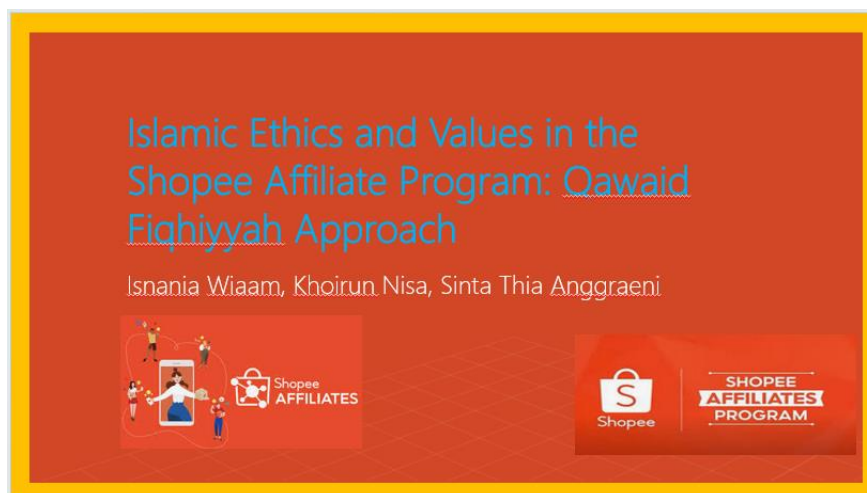


Figure 1. Shopee Affiliate Program Model as a Research Study

METHODOLOGY

This study uses a qualitative analysis method. Data is collected through literature studies that include journals, books, and scientific articles relevant to the topic discussed. The design of this research is exploratory, aiming to gain a holistic and comprehensive understanding of ethics and Islamic values in the Shopee Affiliate program through the Qawaid Fiqhiyyah approach. This study aims to develop topics

related to the application of Qawaid Fiqhiyyah principles in affiliate programs and assess the extent to which the programs meet the goals of Sharia [27]–[31].

There are two types of data collected, namely primary data and secondary data. Primary data includes participatory observation of direct observation of how the Shopee Affiliate program is run and interactions between platforms, affiliates, and consumers in the context of Islamic ethics. These primary data sources are used to gain a direct understanding of the topic being researched. Secondary data used include journal articles, books, case reports in Islamic law journals, and fiqh books [32]. This secondary data is used to support and complement the understanding of the application of Islamic ethics and values in the affiliate program.

The document analysis method is used to analyze data obtained from both types of sources. The results of this analysis will produce relevant findings regarding the application of Qawaid Fiqhiyyah in the Shopee Affiliate program, focusing on ethical aspects and compliance with Sharia principles [33].

RESULTS AND DISCUSSION

Qawaid Fiqhiyyah Review of Islamic Ethics and Values in the Shopee Affiliate Program

A. Shopee Affiliate Program Overview

Shopee is an e-commerce platform that has been one of the major players in the online shopping industry since 2019. By offering a wide range of products, Shopee continues to expand its reach and services to reach more consumers [10]. One of the significant initiatives in expanding this reach is through the Shopee Affiliate program. This program is a form of third-party marketing, where Shopee partners with other individuals or entities called affiliates to promote their products [34].

In the Shopee Affiliate program, affiliates are tasked with promoting products sold on Shopee by creating interesting content and information [35]. This content can be reviews, videos, or social media posts that review or recommend a specific product. Every content created by an affiliate will include a special link that connects directly to the Shopee app or website [36]. This link serves as a tracking tool to identify the affiliate's contribution in directing consumers to the Shopee platform.

The main goal of the Shopee Affiliate program is to connect sellers with potential consumers so that products can be sold faster and more effectively [37]–[39]. When a user clicks on an affiliate link and then makes a purchase, that affiliate will earn a commission. This commission is awarded based on the affiliate's contribution as the last point of contact before the consumer makes a purchase [40]. This means that affiliates will only get a commission if the user they are referring to actually buys the product on Shopee.

Shopee is responsible for ensuring that affiliates receive commissions according to their role in the sales process. This commission is usually calculated as a percentage of the price of the product sold, and the amount can vary depending on the product category and the agreement between Shopee and the affiliate. With this program, Shopee not only expands its customer base but also provides opportunities for individuals and other entities to earn income through the promotion of products sold on the platform [41].

B. Source of Rules

Maslahah Mursalah [42].

المصلحة المرسله

benefits that there is no firmness to wear it or reject it.

La Dharar wa La Dhirar [43].

لا ضرر ولا ضرار

There should be no harm (loss) and no harm (loss to others).

Ma La Yatim Al-Wajib Illa Bihi Fahuwa Wajib [44].

ما لا يتم الواجب إلا به فهو واجب

Something that is not an obligation without it, then it becomes mandatory.

C. Review and Application of Rules

In the context of applying Islamic ethics and values in various aspects of life, including business and social, several rules are the main guidelines. This discussion will explain three important rules that are the basis for determining actions following sharia principles.

1. Maslahah mursalah (المصلحة المرسلية) is a principle in Islamic law that focuses on the benefit or public interest that is not explicitly mentioned in the Qur'an and Hadith. This principle is used to establish laws based on the benefits produced for society, as long as it does not conflict with the basic teachings of Sharia. Islam enshrined its rules to achieve prosperity in this world and the hereafter, covering three levels of benefits: darüriyät (basic benefits), hajiyah (benefits of needs), and tahsiniyah (additional benefits) [45]. In the practice of affiliate marketing, it is important to maintain five main aspects, namely hifz al-Din (religion), hifz al-Nafs (soul), hifz al-Aql (intellect), hifz al-Nasl (descent), and hifz al-Mal (wealth). Islam establishes rules to achieve prosperity in this world and the hereafter, ensuring that these activities bring benefits and protect the interests of mankind in all these aspects [46].

a. Maintaining Religion (Hifz al-Din)

Islam encourages affiliates to have strong religious values, not because of coercion but because of awareness of the importance of religion in every activity, including Shopee Affiliate [47]. This religious trait is important to keep them from engaging in behavior that harms others, such as fraud or cheating. An affiliate with good spiritual values will feel supervised by Allah SWT in every action so that he will maintain honesty and integrity in marketing activities [49].

b. Nurturing the Soul (Hifz al-Nafs)

In running a Shopee Affiliate, affiliates need to have high ethics and a sense of humanity. Sharia teaches us to maintain humanity and control bad qualities, such as greed. Affiliates who uphold human values will try to be fair and not harm consumers, and will not legalize all means for profit [50]. This creates an honest and caring affiliate practice for the welfare of consumers [51].

c. Preserve the Senses (Hifz al-Aql)

Islam commands humans to maintain and develop reason. In the context of Shopee Affiliate, affiliates must use their wits wisely to market products honestly and not mislead consumers [52]. In addition, they must also avoid promoting products that can damage human intellect [53]. Thus, this affiliate marketing activity can provide good benefits for all parties.

d. Keeping the Offspring (Hifz al-Nasl)

Maintaining offspring is one of the main goals of shari'a [54]. In Shopee Affiliate, affiliates must be honest about product information that can hurt health, such as products that

are not safe for pregnant women. This is important for maintaining the health and safety of future generations [55].

e. Preserving Wealth (Hifz al-Mal)

Wealth is a basic human need, and Islam teaches us to maintain and maintain it [56]. In Shopee Affiliate practice, affiliates must act honestly and not use methods that harm consumers. Dishonest actions, such as providing misleading product information, can cause harm to consumers. Therefore, maintaining honesty in promoting products is very important to protect consumer rights and safeguard benefits [57].

In the context of the modern economy, the Maslahah Mursalah Rule (المصلحة المرسله) can be applied to various activities, including the Shopee Affiliate program. This program allows individuals or groups to earn a commission by promoting products through affiliate links. Everything that provides benefits and avoids harm or harm can be categorized as maslahah, and this affiliate program is included in maslahah dlaruriyah, which is the main or primary type of benefit [58]. Maslahah dlaruriyah is related to basic human needs. In contemporary muamalah practices such as affiliate marketing, it is important to ensure that there is no deviation from the benefits of darüriyät, which is a very important and fundamental benefit [59]. Therefore, this affiliate program can be considered a blessing, because it brings benefits such as additional jobs and reducing poverty. The use of this rule in the Shopee Affiliate program ensures that the promoted product does not violate sharia, such as not containing haram elements or harming consumers. This not only provides income opportunities for participants but also ensures that the activity remains ethical and follows Islamic principles [60]-[62].

1. The rule of "La Dharar wa La Dhirar" (لا ضرر ولا ضرار) is one of the important principles in Islam that teaches not to cause harm or danger to oneself or others. In the modern context, this principle is relevant to be applied in various aspects of life, including in running an Affiliate program such as Shopee Affiliate. The Shopee Affiliate Program is a marketing mechanism where individuals or entities can earn commissions by promoting products from Shopee through Affiliate links. In carrying out this program, Affiliates need to comply with Islamic ethics and values, so that this program runs well and follows the principles of justice and public benefit [63], [64].

First, in running the Shopee Affiliate program, Affiliates must maintain transparency and honesty in conveying information to consumers. According to the principle of "La Dharar wa La Dhirar" (لا ضرر ولا ضرار), it is not allowed to provide misleading or excessive information that can harm consumers. For example, affiliates must convey product information clearly and accurately, without exaggerating the benefits of the product or hiding its shortcomings [65]. In this way, consumers can make informed purchasing decisions based on honest and complete information, so as not to experience any loss or disappointment after purchasing the product [66]-[68].

Furthermore, Affiliates need to avoid exploitation in any form. In Islam, consumer exploitation, such as encouraging them to buy unnecessary products or forcing excessive purchases, Shopee Affiliate should ethically promote the product, respect the consumer's freedom to make choices, and not take advantage of the consumer's weakness or ignorance. This also includes maintaining integrity and respecting consumer rights, as well as ensuring that every transaction runs fairly and follows Islamic values [69].

In addition, Affiliates must be careful in choosing the products they are promoting. The rule of "La Dharar wa La Dhirar" (لا ضرر ولا ضرار) requires that Affiliates only promote halal and beneficial products [70]. Products that are haram or that can cause harm to consumers, both physically, morally, and spiritually, must be avoided. It is a moral responsibility for

Affiliates to ensure that the products they promote are in line with Islamic principles and do not cause harm to society [71], [72].

So, the application of the "La Dharar wa La Dhirar" rule (لا ضرر ولا ضرار) in the Shopee Affiliate program helps to ensure that the marketing activities carried out are carried out following ethical principles and Islamic values. This not only helps protect consumers from losses but also ensures that Affiliates operate with integrity and moral responsibility. By adhering to these principles, the Shopee Affiliate program can serve as a beneficial tool for all parties involved, while still respecting religious values and good business ethics.

2. The rule of Ma La Yatim Al-Wajib Illa Bihi Fahuwa Wajib (ما لا يتم الواجب إلا به فهو واجب) is a fundamental principle in Islamic law which means that if an obligation cannot be carried out without a certain action or means, then the action or means is also obligatory. In the context of Shopee Affiliate, the application of this rule is very important to ensure that all operational aspects are carried out in a manner that follows ethics and Islamic principles. This includes honesty in the presentation of information, transparency in commission disclosure, compliance with regulations and platform policies, avoidance of illegal products, and education and information to consumers [73], [74].

Honesty in the presentation of product information is a basic obligation for Affiliates. Affiliates must provide consumers with a complete and accurate product description [75], including product specifications, quality, price, and other features. Without honest information, consumers can be deceived or misunderstand the products they are buying, which can lead to losses [76]. Therefore, providing correct and complete information is an obligation for Affiliates to maintain trust and integrity in their relationship with consumers.

Transparency in commission disclosure is another important aspect. In the Affiliate system, affiliates receive a commission from sales that occur through their links. Sellers must disclose that they earn a commission from each successful transaction. This is important to prevent potential conflicts of interest and maintain consumer trust [77]. This disclosure ensures affiliates are aware of the financial relationships involved, so they can take this information into account in their marketing decisions.

Compliance with Shopee's regulations and policies is an important part of running an ethical and legitimate affiliate business. Shopee has rules that all affiliates must follow, including a ban on certain products and guidelines on ethical ways of promotion. One of the important rules to note is the prohibition of picking or taking products or videos from other affiliates without permission. An affiliate, when creating content to promote a product, must go through a long process, such as creating promotional concepts, editing videos, and thinking creatively so that the products he offers sell. If suddenly another affiliate takes the content and uses it to promote the same product without rewarding the creator, of course, it is detrimental to the creator. This action not only violates Shopee's policies but also reflects a violation of the rights and obligations as a Shopee Affiliate, and can be considered an infringement of copyright and other intellectual property rights [78]. Affiliates must also comply with the laws that apply in the country in which they operate, such as consumer protection laws and tax regulations. This compliance not only protects affiliates from sanctions but also ensures that their operations run within the correct legal framework [79].

The avoidance of illegal or dubious products is a must in Islam. Affiliates must ensure that the products they promote are halal and do not contain elements prohibited by Sharia. This includes conducting a background check on the product to ensure its halalness. If there is any doubt about the halal status of a product, the Affiliate should avoid promoting the product to ensure that they adhere to Islamic principles [80].

Education and consumer information are part of the Affiliate's responsibility to provide added value. Affiliates should provide educational content that helps consumers understand how to use the product correctly and safely. This can be a tutorial, a user guide, or a tip related to the product. By providing useful information, Affiliates not only help consumers but also build a reputation as a reliable source of information.

Overall, the application of the rules of Ma La Yatim Al-Wajib Illa Bihi Fahuwa Wajib (ما لا يتم الواجب إلا به فهو واجب) in Shopee Affiliate emphasizes the importance of running a business in an ethical, transparent, and following Islamic principles. By following these principles, Affiliates can build trust with consumers and ensure that all transactions and interactions are conducted following Islamic values and the principles of justice.

CONCLUSION

The Shopee Affiliate Program is a strategic initiative of the Shopee e-commerce platform to expand its market reach through third-party marketing. In this program, individuals or entities known as affiliates promote Shopee products through various forms of content such as video reviews or posts on social media. Each content created by an affiliate includes a unique link that directs consumers directly to the Shopee site or app. Affiliates earn a commission based on their contribution to directing consumers who end up making a purchase. This program aims to accelerate product sales and expand Shopee's customer base. Shopee ensures that the commission given follows the affiliate's contribution, calculated as a percentage of the price of the product sold. This provides benefits for Shopee in the form of increased sales and for affiliates in the form of commission income. From the point of view of ethics and Islamic values, this program is analyzed based on three main principles: Maslahah Mursalah, La Dharar wa La Dhirar, and Ma La Yatim Al-Wajib Illa Bihi Fahuwa Obligatory. Kaidah Maslahah Mursalah emphasized the importance of public benefits that are not explicitly mentioned in the Qur'an and Hadith, including in the Shopee Affiliate program, which supports job creation and poverty reduction. The rule of La Dharar wa La Dhirar underlines the principle of not causing harm to oneself or others. This requires affiliates to be transparent and honest in delivering product information, as well as ensuring that the products promoted are halal and useful. Meanwhile, the Ma La Yatim Al-Wajib Illa Bihi Fahuwa mandatory rule emphasizes that the actions necessary to carry out obligations are also mandatory, including providing accurate product information and complying with applicable regulations. The application of these principles in the Shopee Affiliate program ensures that all marketing activities are carried out ethically and following Islamic principles, thus maintaining consumer trust and business integrity.

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Author Contribution

All authors contribute equally to the publication of this paper, all authors read and agree to this paper, and all authors declare no conflict of interest.

Conflicts of Interest

All authors declare no conflict of interest.

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