

The implementation of TikTok live shopping: an Islamic business ethics perspective

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Abstract

The rapid advancement of digital technology has transformed business practices, with social media platforms like TikTok emerging as influential marketing channels, particularly through live-streaming shopping features. Despite its high conversion rates and global growth, this trend raises ethical concerns, especially in Muslim-majority contexts like Indonesia, where consumer trust hinges on sharia-compliant practices. This study examines the application of Islamic business ethics –justice, honesty, free will, mutual benefit, and moral integrity– in TikTok live shopping, addressing gaps between its economic potential and ethical challenges. Using a qualitative library research methodology, the study analyzes secondary sources, including academic literature and empirical findings, to evaluate TikTok’s live-streaming practices through an Islamic ethical lens. Results indicate that integrating sharia principles, such as transparency and accountability, enhances consumer trust and transactional fairness, though challenges like misleading promotions and prohibited products persist. The study contributes to the discourse on ethical digital commerce by proposing a framework for aligning live-streaming commerce with Islamic values, emphasizing the need for regulatory oversight and platform-level compliance mechanisms.

Keywords: Islamic business ethics; TikTok live shopping; digital commerce; sharia compliance; consumer trust.

Introduction

The advancement of digital technology has transformed the contemporary business landscape, with social media emerging as a highly effective marketing platform. Among these platforms, TikTok has distinguished itself as a popular marketing channel, particularly through its live-streaming shopping feature, which represents a new trend in e-commerce. Data from Marcomm (2023) indicates a 76% global increase in purchases via live commerce between March 2020 and July 2021, with a conversion rate ten times higher than traditional e-commerce models. This phenomenon presents

significant business opportunities while simultaneously posing challenges in building consumer trust in the digital marketplace.

In Indonesia, a predominantly Muslim country, consumer trust is not solely built through product superiority but also through the implementation of sharia-compliant business practices. Fadhilah et al. (2024) assert that marketing strategies grounded in Islamic values play a crucial role in fostering consumer trust in brands or products. This aligns with the findings of Shah et al. (2020), who emphasize the importance of consistently applying sharia principles in digital business activities, given the unique preferences and values of Muslim-majority societies.

TikTok live shopping, as a contemporary digital business phenomenon, presents its own paradox. On one hand, the platform offers interactive advantages through real-time seller-buyer engagement (Song & Liu, 2021), yet on the other, it introduces complex ethical challenges. Alfarisi and Suhedi (2023) identify that while the platform contributes to maintaining ethical business practices among sellers, it also harbors the potential for activities conflicting with sharia principles, as highlighted by Kinanti et al. (2024).

This study specifically addresses two fundamental questions: (1) How does Islamic business ethics apply to social media? and (2) How is TikTok live streaming implemented from the perspective of Islamic business ethics? These questions arise from the gap between TikTok Shop's potential as a tool for economic empowerment and the ethical challenges it presents, as identified in prior literature.

Islamic business ethics in this context serves as a comprehensive normative framework, encompassing core principles such as justice, honesty, free will, mutual benefit, and moral integrity (Keraf, 1998). This framework not only distinguishes between right and wrong business practices but also provides a philosophical-spiritual foundation for developing sharia-compliant products and marketing strategies. Habiburrahman et al. (2020) in Kinanti et al. (2024) affirm that digital transactions are permissible in Islam as long as they avoid three major prohibitions: *maysir* (gambling/speculation), *gharar* (uncertainty), and *riba* (usury).

This article contributes academically by integrating Islamic business ethics into the analysis of TikTok live shopping practices while reinforcing prior findings from Zulfa et al. (2024) and Fadhilah et al. (2024). A library research approach is employed to analyze the implementation of TikTok's live-streaming feature through the lens of Islamic business ethics, incorporating recent empirical findings on this phenomenon

Literature review

The rise of live-streaming e-commerce, particularly TikTok Shop, has significantly transformed the digital business landscape, necessitating a comprehensive analysis from an Islamic business ethics perspective. Recent studies reveal that this platform not only functions as a conventional transaction channel but also holds potential as an instrument for strengthening the sharia economy. Adib et al. (2023) found in their exploratory research that TikTok Shop contributes to ethical practice stabilization among micro and small businesses through product transparency and community-based rating systems that enhance seller accountability.

A fundamental aspect of implementing Islamic business ethics on this platform lies in internalizing Islamic values in contemporary *muamalah* (commercial transactions). Fadhilah et al. (2024) qualitatively demonstrated that the application of values such as *ṣiddiq* (honesty), *amānah* (responsibility), *faṭānah* (intelligence), and *tablīgh* (effective communication) plays a critical role in establishing an ethical digital business ecosystem. Their findings indicate that product transparency, accurate descriptions, and sharia-compliant direct interactions are key determinants of consumer trust and purchasing decisions in TikTok live streaming in Indonesia.

From a quantitative perspective, Yurindera's (2023) study revealed that Sales Promotion ($\beta=0.337$; $p<0.01$) and Influencer Credibility ($\beta=0.561$; $p<0.01$) positively and significantly influence purchase intention in TikTok live shopping. Regression analysis showed these variables explain 61.8% of purchase intention variance ($R^2 \text{ adj}=0.618$), with Influencer Credibility as the dominant factor. This supports the proposition that influencer credibility – encompassing attractiveness, expertise, and reliability– along with appropriate promotional strategies are critical determinants of consumer decision-making on TikTok.

However, literature also identifies substantive challenges in implementing Islamic business ethics on this platform. Kinanti et al. (2024) critically examined TikTok Live Shopping practices conflicting with sharia principles, including: (1) promotion of prohibited products, (2) misleading content such as fake discounted prices, and (3) predatory pricing. Their study further highlights systemic impacts on conventional markets, including distortions in fair competition and disruption of traditional distribution chains. Although qualitative, these findings suggest a discrepancy between sharia norms and actual practices driven by structural factors such as competitive pressure, limited sharia literacy, and suboptimal platform oversight mechanisms.

Zulfa et al. (2024) offer an integrative perspective, concluding that TikTok Shop's marketing strategies can align with Islamic business ethics and *maqāṣid al-sharī'ah* (higher objectives of Islamic law) through: (1) internalizing honesty, (2) transactional responsibility, (3) avoiding fraud, (4) fulfilling promises, and (5) masalah-oriented services. Their study affirms the platform's potential to foster a fair business ecosystem when adhering to sharia principles, particularly in preserving the five *maqāṣid sharī'ah* (religion, life, intellect, lineage, and property). However, implementation challenges persist, especially regarding non-compliant live shopping content. TikTok's strategic collaboration with Tokopedia is seen as a positive development for MSME empowerment, though it requires strengthened regulations and sustained oversight.

Kinanti et al. (2024) complement this discussion by revealing that while most studies support TikTok live shopping's alignment with Islamic principles, non-compliant practices –such as promoting prohibited products, misleading content, and predatory pricing– risk creating market distortions and unfair competition.

This study occupies a unique position in existing literature by critically synthesizing prior findings while reinforcing relevant research, such as that of Zulfa et al. (2024). Through library research, it specifically focuses on conceptual analysis of TikTok's live-streaming feature in contemporary business practices through the lens of Islamic business ethics, contributing theoretically to developing sharia-compliant digital business models.

Research methods

This study employs a qualitative approach with library research methods to analyze TikTok live shopping implementation from an Islamic business ethics perspective. The qualitative approach was selected for its suitability in understanding social phenomena through textual data interpretation (Sugiyono, 2024). This method enables exploration of Islamic business ethics concepts in the digital context, particularly regarding TikTok Shop's live-streaming practices, through analysis of relevant literature.

Data sources consist of secondary materials, including academic and non-academic literature such as textbooks, scholarly journals, news articles, and research reports on TikTok Shop, live commerce, and Islamic business ethics. Key references include Fadhilah et al. (2024) on Islamic values' influence on purchasing decisions, Kinanti et al. (2024) on non-compliant live shopping practices, and Zulfa et al. (2024) on *maqāṣid al-sharī'ah*-based marketing strategies.

Data analysis follows Miles and Huberman's (1994) interactive model. The first stage involves literature collection relevant to the research focus. The second stage entails data reduction by filtering the most significant information on Islamic business ethics and TikTok live shopping. The third stage displays findings in structured narratives for easier interpretation. The final stage involves verification and conclusion-drawing by testing findings against Islamic business ethics theory and prior research.

Critical content analysis was used to examine TikTok live shopping practices in depth, identifying gaps between theory and implementation while providing sharia-based recommendations. This study also strengthens prior findings from Zulfa et al. (2024) and Fadhilah et al. (2024) by integrating perspectives on digital technology and Islamic *muamalah* principles.

The applied research method provides a comprehensive analytical framework for examining Islamic business ethics in TikTok live streaming while identifying challenges and opportunities for future sharia-compliant digital business development. Through in-depth qualitative analysis, this study aims to contribute significantly to the literature on Islamic digital business.

Results and discussion

The growth of digital business in the modern era is inseparable from the role of social media as a marketing platform. One prominent phenomenon is the widespread use of live streaming features for business purposes, with TikTok emerging as a leading platform popularizing the concept of live shopping. This trend experienced significant acceleration during the pandemic, with data from Marcomm (2023) showing a 76% global increase in purchases via live commerce between March 2020 and July 2021. Even more impressively, live streaming formats achieved conversion rates up to ten times higher than traditional e-commerce models, demonstrating their effectiveness as a digital marketing channel.

Islamic business ethics in social media

The advancement of digital technology has brought significant changes to the business world, including the rise of buying and selling transactions through social media. Platforms like TikTok Shop, Instagram Shop, and Facebook Marketplace have made it easier for businesses to market products virtually, whether through live streaming or regular posts. However, for Muslims, business activities are not merely about seeking profit but must also be grounded in Sharia principles and Islamic moral ethics.

Islamic business ethics constitute a set of values that define good and bad, right and wrong in business practices based on moral principles (Mundir, 2020). In the context of social media, these ethics are particularly crucial because interactions between sellers and buyers often occur without face-to-face contact, making them vulnerable to fraud, ambiguity, and other unfair practices.

Islam permits online transactions, including live shopping on TikTok Shop, as long as they fulfill the requirements and pillars of a valid sale and do not violate sharia principles (Habiburrahman et al., 2020; Kinanti et al., 2024). There are three major prohibitions to avoid: *maysir* (gambling/speculation), *gharar* (uncertainty), and *riba* (usury/illegal gain).

Maysir in online business can manifest in non-transparent prize draws or speculative discount schemes. *Gharar* occurs when there is ambiguity in product descriptions, pricing, or delivery terms—for example, sellers uploading heavily edited product photos that mislead buyers. *Riba* often appears in the form of interest-based

installments or unfair payment schemes. Allah states in surah Al-Baqarah/2:275), “Allah has permitted trade and forbidden usury.”

Beyond avoiding these three prohibitions, social media businesses must also prioritize honesty and trustworthiness. The Prophet Muhammad (peace be upon him) said, “*The honest and trustworthy merchant will be with the prophets, the truthful, and the martyrs.*” (HR. al-Tirmidhī). This means online business owners must provide accurate product information, refrain from manipulating reviews, and fulfill promises regarding delivery and warranties.

In online transactions, the contract (akad) must also be clear. One Sharia-compliant contract is *bai' al-salam*, where products are pre-ordered with upfront payment or cash on delivery (COD) (Siregar, 2019). The conditions include clear product specifications, agreed-upon delivery times, and predetermined payment methods.

While social media commerce offers convenience, it is not without challenges. The prevalence of online fraud, unclear product descriptions, and disguised usury pose serious issues. Solutions include stricter business account verification by platforms, transparent review systems, and education on sharia-compliant business principles for entrepreneurs.

By implementing Islamic business ethics on social media, buying and selling activities can yield not only worldly profits but also divine blessings. Businesses grounded in honesty, fairness, and responsibility foster trust between sellers and buyers while contributing to an economy aligned with Islamic teachings.

Implementation of TikTok live streaming from an Islamic business ethics perspective

The development of digital technology has transformed business transaction patterns, including through social media platforms like TikTok Shop. The live streaming feature on TikTok allows businesses to market products interactively with potential buyers. However, for Muslims, business activities must not only focus on profit but also adhere to Islamic business ethics.

TikTok Shop live streaming is a marketing method where sellers showcase products in real time, providing broadcast schedules, product descriptions, and special promotions (Sukardi, 2021). The “yellow cart” feature enables instant purchases by

viewers. While efficient, the application of Islamic business ethics must remain a priority to avoid Sharia violations.

According to Keraf (1998), five ethical business principles are relevant to TikTok live shopping: justice, honesty, free will, mutual benefit, and moral integrity. These principles align with Islamic values in trade transactions.

Implementation of live streaming TikTok in the principle of justice

The principle of justice in Islamic business ethics holds a central position as a manifestation of divine and humanitarian values. In the context of TikTok Shop live streaming, implementing this principle must encompass vertical (relationship with Allah) and horizontal (relationship with people) dimensions. Anwar (2023) explains that justice in Islamic business demands a balance between the rights and obligations of all parties involved in a transaction. This aligns with Allah's command in surah Al-Nahl/16:90 to act justly and benevolently.

Practically, justice in TikTok live shopping should begin in the pre-transaction phase. Sellers must provide complete and accurate product information, including specifications, pricing, and condition. Ulum (2020) emphasizes that justice in modern trade requires transparent information to avoid *gharar* (uncertainty), which is prohibited in Islam. Practices like concealing product defects or using misleading images violate this principle.

Pricing is another critical aspect of justice. Zulfa et al. (2024) found that unreasonable price fluctuations during live streams – especially under the guise of “exclusive prices for live viewers” – often contain elements of deceit. Islam teaches that prices should be set fairly, considering market value, production costs, and proportional profit margins. The Prophet Muhammad (peace be upon him) once reprimanded a companion for unjust price hikes in the market (HR. Abū Dāwud).

Justice must also extend to post-sale processes. Consumers have the right to receive products as ordered, warranties, and adequate complaint resolution. In real-time live streaming, sellers are often tempted to make exaggerated promises to boost sales. Such practices contradict justice by potentially harming consumers.

Furthermore, the principle of justice in TikTok live streaming should include distributive aspects. Successful sellers on this platform must share their blessings through zakat, charity, or

corporate social responsibility programs. This concept of distributive justice aligns with *maqashid syariah* in preserving public welfare (*maṣlahah ‘āmmāh*). Thus, implementing justice in TikTok live streaming is not merely transactional but also socio-spiritual.

Implementation of live shopping TikTok in the principle of honesty

Honesty in Islamic business is not just an ordinary moral value but the foundational determinant of a transaction's validity and blessings. In TikTok live shopping, honesty plays a crucial role due to the virtual interaction's susceptibility to misinformation. According to Santoso (2021), honesty in digital business means congruence between what is presented and the actual product offered, including quality, specifications, and condition. This aligns with the Prophet's hadith, "*The seller and the buyer retain the option (to cancel) as long as they have not parted. If they are truthful and disclose (defects), their transaction will be blessed.*" (HR. al-Bukhārī and Muslim).

Honesty in TikTok live shopping must cover fundamental aspects: (1) visual Honesty: presenting accurate product images without excessive editing, (2) informational honesty: providing complete and transparent product descriptions, including strengths and weaknesses, and (3) transactional honesty: disclosing true prices, additional costs, and clear return policies (Fadhilah et al., 2024). These aspects embody the values of *ṣiddīq* (truthfulness) and *amānah* (trustworthiness), which are central to Islamic business ethics.

Deeper still, honesty in Islamic business has a spiritual dimension. The Quran (al-Aḥzāb/33:70) commands, "*O you who believe, fear Allah and speak the truth.*" This verse underscores that honesty in business is integral to a Muslim's piety. In TikTok live shopping, this means sellers must uphold integrity not just for business interests but as an act of obedience to Allah.

Challenges in implementing honesty on TikTok are complex. Fadhilah et al. (2024) identify obstacles like intense competition, pressure to exaggerate product claims, and "sensational selling" culture. Addressing these requires collective awareness among stakeholders, including TikTok's role in enforcing stricter product and seller verification.

From an Islamic economic perspective, honesty is not a burden but a long-term investment. Santoso (2021) explains that honesty

builds trust –a priceless social capital in digital business. Data from Fadhilah et al. (2024) shows TikTok Shop accounts consistently practicing honesty experience a 37% increase in customer loyalty compared to less transparent ones. This proves honesty ultimately becomes a sustainable competitive advantage.

Honesty must also include preventive and corrective measures. Preventively, sellers should provide comprehensive information during live streams. Correctively, mechanisms for clarification and compensation must exist if products do not match descriptions. This holistic approach fosters a healthy digital business ecosystem aligned with *maqāṣid al-sharī'ah*.

Implementation of live shopping TikTok in the principle of free will

Free will in Islam is a divine gift bestowed upon humans as vicegerents on earth. This principle allows business creativity and innovation, including on TikTok live shopping (Norvadewi, 2015). However, this freedom is not absolute but must operate within sharia boundaries.

In TikTok live shopping, free will manifests through creative marketing content. Businesses can design live streams, choose promotional methods, and interact with potential buyers freely (Sinaga, 2023). For example, sellers may use TikTok's creative features like effects, background music, or challenges to attract viewers –provided they avoid sinful content or immodest displays.

Another critical aspect is freedom in business agreements. In TikTok live shopping, both sellers and buyers can accept or reject transactions (Norvadewi, 2015). Sellers set prices, delivery terms, and return policies, while buyers decide whether to purchase. The bargaining process during live streams exemplifies this principle.

However, implementing free will faces challenges in the digital age. Impulse buying during live streams exemplifies how consumer freedom can be influenced by persuasive marketing (Sinaga, 2023). Here, Islamic business ethics balances entrepreneurial freedom with moral responsibility. Muslim live streamers must harmonize creative marketing with the principle of *amar ma'rūf nahi munkar* (enjoining good and forbidding evil).

Free will in Islam also entails responsibility. TikTok live sellers are free to innovate but accountable for product halalness, information clarity, and transaction consequences (Norvadewi,

2015). Thus, free will in TikTok live shopping must uphold Islamic values of justice, honesty, and collective welfare.

Implementation of live shopping TikTok in the principle of mutual benefit

Mutual benefit in Islamic business emphasizes creating value for all transaction parties (Surajiyo, 2016). In TikTok live shopping, this means fostering a sustainable, blessed business ecosystem. Implementation involves three pillars: (1) transparency: comprehensive product descriptions during live streams, per the Prophet's advice to disclose defects (HR. al-Hākim), (2) quality: selling beneficial, halal products (Quran 2:168) builds customer loyalty, (3) relationship sustainability: transactions should cultivate trust, not end at payment. Interactive features like Q&A and real-time testimonials deepen engagement, while post-purchase follow-ups reflect Islamic *muamalah* values.

This principle also considers broader social impact. TikTok live businesses should contribute to society –e.g., profit-sharing with small producers or donations– aligning with *maqāṣid al-sharī'ah*'s protection of religion, life, intellect, lineage, and wealth (Auda, 2008). Thus, live shopping becomes both a commercial and ethical platform.

Implementation of live shopping TikTok in the principle of moral integrity

Moral integrity in Islamic business connects spiritual values with daily practices (Muallif, 2022). For TikTok live sellers, this means upholding Islamic conduct in all interactions. Key aspects include: (1) ethical communication (no harsh language or competitor bashing), (2) honest product representation, and (3) consistency between promises and delivered goods.

Syamsudin (2019) notes that moral integrity is vital in diverse societies. TikTok sellers must remain inclusive yet sharia-compliant –e.g., rejecting haram products despite demand. Integrity also means accountability: clear contracts, timely deliveries, and complaint resolution.

Thus, TikTok live streaming can be an effective business tool when grounded in Islamic ethics –justice, honesty, responsible freedom, mutual benefit, and moral integrity. Such an approach yields not only material profit but also divine blessings.

Conclusion

This study demonstrates that the implementation of TikTok live shopping within the framework of Islamic business ethics can serve as an effective means to enhance consumer trust and transactional transparency in digital commerce. The findings reveal that core principles of Islamic business ethics –justice (*al-'adl*), honesty (*al-ṣidq*), free will (*ikhtiyār*), mutual benefit (*tanāfu'*), and moral integrity– can be systematically integrated into TikTok Shop's live streaming practices. The incorporation of sharia-based values such as transparency (*tablīgh*), trustworthiness (*amānah*), and fairness has proven instrumental in fostering consumer loyalty while mitigating non-compliant practices like *gharar* (uncertainty) and *maysir* (gambling), aligning with prior research on Islamic digital marketing strategies.

Furthermore, the analysis highlights TikTok live shopping's potential as a catalyst for sharia-compliant economic growth when aligned with *maqāṣid al-sharī'ah* (higher objectives of Islamic law). The platform's interactive features –real-time Q&A, product demonstrations, and community-driven accountability mechanisms– effectively reduce information asymmetry and promote ethical transactions. However, persistent challenges, including the promotion of prohibited (*ḥarām*) products, price manipulation, and misleading content, underscore the need for stricter regulatory oversight. These findings reinforce the viability of harmonizing digital innovation with Islamic ethical frameworks to establish sustainable and value-driven business models.

This study is subject to limitations, including its reliance on secondary data and qualitative methodology, which preclude empirical measurement of the direct impact of Islamic ethics on sales performance. Future research should employ mixed-methods approaches, combining quantitative surveys with behavioral experiments, to rigorously assess the causal relationship between sharia compliance and consumer purchasing decisions. Additionally, further investigation is warranted into the role of platform governance and policy interventions –such as algorithmic transparency and sharia-compliance certification mechanisms– in scaling ethical e-commerce practices. Such efforts would advance the development of an inclusive, ethically grounded digital economy

that aligns with both technological progress and Islamic moral imperatives.

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