



STUDY OF ISLAMIC BUSINESS ETHICS ON AFFILIATE ACTORS' BEHAVIOR IN PROMOTION ON SOCIAL MEDIA: (STUDY ON AFFILIATE ACTORS ON THE TIKTOK PLATFORM)

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ABSTRACT. This study discusses Islamic business ethics towards the behavior of affiliate actors in promotion on TikTok. The purpose of this study is to determine how the behavior of affiliate actors in promotion on TikTok and how Islamic business ethics towards the behavior of affiliate actors in promotion. This study includes field research with a qualitative approach, the data collection techniques used are interviews and documentation. The subjects of this study include 3 affiliates, namely A. Siti Patimah, Syakila Safitri, and Sulviana, the object of this study is Islamic business ethics in the promotional activities of affiliate actors on TikTok. The data analysis techniques in this study include data reduction, data presentation, and drawing conclusions. The results of the study show that (1) In conducting promotions, the three affiliates prioritize the authenticity of the content used, as well as in product selection, they tend to be selective and have certain considerations to ensure that the promoted product does not harm the audience, while in delivering information, they prioritize clarity & appropriateness of information, they also apply special strategies to support the progress of their affiliates. (2) The behavior of the three affiliates shows compliance with the principles of Islamic business ethics. In this case, *siddiq* is shown by the use of original promotional content, *amanah* is shown by responsibility in product selection, *tabligh* is shown by the delivery of clear and appropriate information, and *fathonah* is shown by the application of smart promotional strategies.

Keywords: Islamic Business Ethics, Affiliate, Promotion, Tiktok

Introduction

The transition from conventional businesses to modern, technology-based businesses is taking place very rapidly. This transition has brought significant changes to people's lifestyles. This change has had a broad impact, felt not only by large businesses but also by micro-enterprises. In the business world, this transformation has led to a shift in marketing methods, from previously relying on traditional media such as television, radio, and newspapers to internet-based and digital media, such as social media platforms.¹

One of the most widely used social media platforms today is TikTok. Tiktok is one of the social media platforms currently experiencing rapid user growth globally. In 2023, TikTok

¹ Ning Purnama Sariati, "Lifestyle Generasi Millennial dalam Kerangka Pasar Ekonomi Halal," *Pengembangan Ekonomi Islam* 3, no. 2 (2019): 193–290.

users in Indonesia reached 106.52 million. This figure makes Indonesia the second-largest country in the world in terms of TikTok users after the United States.²

TikTok, as a social media platform, is now used not only as an entertainment platform but also as a marketing tool in the business world. One marketing strategy used by companies on the TikTok platform is affiliate marketing. Affiliate marketing is known as a low-cost marketing strategy that involves individuals online to market and recommend a product, where those individuals receive a commission on sales generated through their promotion.³

Affiliate marketing involves collaboration between marketers (affiliates) and product or service owners to promote goods or services. In affiliate marketing practices, it is important to maintain ethical principles, not only to respect consumer rights but also to ensure business continuity and maintain the effectiveness and success of product or service marketing.⁴

A current phenomenon is the widespread disregard for business ethics in their promotional activities, including Muslim affiliates. Undeniably, some affiliates still commit fraud by stealing other affiliates' promotional content and using it as their own. This is certainly detrimental to the affiliate owner of the content, who has worked hard to create promotional content for their affiliate products, which other affiliates then easily take and promote to profit. The reason an affiliate does this is because they don't have sufficient capital to purchase the product first as a trial, so they resort to this as a practical and quick way to earn commissions.⁵

Furthermore, affiliates often cheat by including product links that don't match the stolen promotional videos. This means they include links to products similar to those in the videos, but at lower prices and of course, lower quality. This is again done solely for profit. Seeing low prices and good product quality will entice consumers to buy, hoping the product they buy will be of the same quality as the one in the video, when in reality, the product they buy is different from the one in the video.

This type of promotion is certainly not in accordance with Islamic business ethics because it involves fraud. This type of fraud often occurs in promotions on popular social media platforms, particularly TikTok. Based on this phenomenon, this study will examine the Islamic business ethics of Muslim affiliates in promoting on TikTok. Bone Regency, as a predominantly Muslim region, makes research on Islamic business ethics in affiliate promotion important and relevant.

So far, research related to Islamic business ethics and affiliate marketing has been conducted by Muhammad Faishol, who analyzed TikTok's affiliate marketing business from a marketing perspective⁶, Irma Noviasih, who analyzed the impact of affiliate marketing programs on affiliates⁷, Diva Audrey Renata, who analyzed the affiliate system in the TikTok Shop marketplace based on Islamic business ethics⁸, Salma Rahmani, who reviewed the

² Cindy Mutia Annur, "Indonesia Punya Pengguna Tiktok Terbanyak ke-2 di Dunia," *databoks*, last modified 2023, diakses Juli 8, 2024, <https://databoks.katadata.co.id/datapublish/2023/11/22/indonesia-punya-pengguna-tiktok-terbanyak-ke-2-di-dunia>.

³ Et.al. Michelle Sutandi, "Analisis Peran Affiliate Marketing dalam Membangun Kepercayaan Pelanggan," *Ilmu Manajemen Terapan* 5, no. 3 (2024): 197–207.

⁴ et.al. Della Egyta Prameswari, "Etika Shopee Affiliator dalam Meningkatkan Traffic Penjualan," *Teknik Informatika dan Sistem Informasi* 11, no. 1 (2024): 23–30.

⁵ Nur Anis Machfudloh dan Fauzatul Laily Nisa, "Analisis Affiliate Marketing Ditinjau dari Perspektif Ekonomi Syariah," *Ekonomi Pembangunan dan Digitalisasi, Ekonomi Pariwisata* 1, no. 2 (2024): 79–85.

⁶ Muhammad Faishol, "Analisis Bisnis Affiliate Marketing pada Media Sosial dalam Perspektif Pemasaran Muhammad Syakir Sula (Studi Kasus Tiktok Affiliate)" (UIN Sunan Ampel Surabaya, 2022).

⁷ Irma Noviasih, "Program Pemasaran Afiliasi dan Dampaknya bagi Affiliator E-commerce Shopee di Kabupaten Batang" (UIN K.H. Abdurrahman Wahid Pekalongan, 2023).

⁸ Diva Audrey Renata, "Sistem Affiliate dalam Marketplace TikTok Shop pada Produk Skincare Sheriz Ditinjau dari Etika Bisnis Islam" (UIN Sunan Gunung Djati Bandung, 2023).

determination of affiliate commissions in the TikTok affiliate program based on Sharia economic law⁹ and Fia Sabila, who reviewed the use of other people's product marketing videos on Shopee Affiliate based on Sharia economic law¹⁰.

Based on this, it can be seen that research related to Islamic business ethics and affiliate marketing has been extensively studied by previous researchers. However, no one has yet examined the behavior of affiliates in the context of promotions on TikTok. Therefore, the researchers aimed to examine the behavior of affiliated actors in Bone Regency in promoting on TikTok social media based on Islamic business ethics. In this study, three affiliated actors from Bone Regency were studied: A. Siti Patimah, Syakila Safitri, and Sulviana.

Literature Review

Islamic Business Ethics

a. Definition of Islamic Business Ethics

Islamic business ethics consists of three words: ethics, business, and Islam. Ethics comes from the Greek word "ethos," which means customs or habits, norms, character, and morals. In general, ethics can be defined as a set of rules that determine right and wrong behavior. This shows that ethics is closely related to life values, both individual and group, such as society. These values are formed into specific rules that are consistently practiced, becoming customs and habits that persist in all of their activities. Business can be understood as an activity carried out by humans with the aim of earning income or revenue to meet their needs and desires by managing economic resources appropriately and efficiently.¹¹

From this definition, it can be seen that business ethics is a set of moral rules related to the concepts of good and evil, right and wrong, honesty and deceit. These ethics serve as guidelines for regulating individual behavior in conducting business activities, including the exchange of goods, services, or money for profit. Therefore, business ethics is a moral requirement that cannot be postponed or ignored to justify immoral or unjust actions. To ensure that business operations are profitable and provide fair benefits to all parties involved, business ethics must be consistently upheld.

b. Principles of Islamic Business Ethics

The characteristics of the Prophet Muhammad (peace be upon him) form the basis of the principles of Islamic business ethics. These include:¹²

1) Siddiq

According to Antonio MS (2010), siddiq means "truthful" or "honest." The Prophet Muhammad (peace be upon him) always demonstrated honesty in conducting his business. He believed that lying to customers was tantamount to betraying their trust, which would lead to their disappointment, loss of trust, abandonment of further business transactions, and ultimately, the business's demise.¹³ From an Islamic perspective, honesty in business is not limited to words but must also be manifested in concrete actions. Allah commands believers to always possess the quality of siddiq and is also encouraged to create a siddiq environment. Allah SWT. Says in QS At-Taubah/9: 119.

يَا أَيُّهَا الَّذِينَ آمَنُوا اتَّقُوا اللَّهَ وَكُونُوا مَعَ الصَّادِقِينَ

⁹ Salma Rahmani, "Tinjauan Hukum Ekonomi Syariah terhadap Penetapan Komisi Affiliator Program Tiktok Affiliate dalam Aplikasi Tiktok" (UIN Sunan Gunung Djati Bandung, 2023).

¹⁰ Fia Sabila Firdosika, "Pemanfaatan Video Pemasaran Produk Orang Lain di Shopee Affiliate Berdasarkan Hukum Ekonomi Syariah" (UIN Kiai Haji Achmad Siddiq Jember, 2023).

¹¹ Malahayatie, *Konsep Etika Bisnis Islam*, 1 ed. (Aceh: CV. Sefa Bumi Persada, 2022).

¹² Siti Hofifah, "Analisis Persaingan Usaha Pedagang Musiman di Ngebel Ponorogo Ditinjau dari Perspektif Etika Bisnis Islam," *Jurnal Rumpun Ekonomi Syariah* 3, no. 2 (2020): 37–44.

¹³ dan Diena Fadhillah Astrid Manzani, Zulhendry, "Pengaruh Penerapan Sifat Siddiq, Amanah, Fathanah dan Tabligh terhadap Keberhasilan Usaha Online Shop," *Jurnal Bisnis Ekonomi Halal* 2, no. 1 (2021): 13–23.

"O you who believe, fear Allah, and stay with the right people."¹⁴

2) Amanah

Amanah means trustworthy. When given responsibility for a matter, people will certainly believe and believe that the matter is will be implemented as well as possible. Because of this characteristic, the population Mecca gave the title "Al-Amin" to the Prophet, even far away before he was appointed a Prophet. Everything he said was believed the truth by the people of Mecca, because he was known as a figure who never lies.¹⁵ Allah SWT., ordered His servants must have the character of trust, as he says in QS An-Nisa/4: 58.

﴿ إِنَّ اللَّهَ يَأْمُرُكُمْ أَنْ تُؤَدُّوا الْأَمَانَاتِ إِلَىٰ أَهْلِهَا وَإِذَا حَكَمْتُمْ بَيْنَ النَّاسِ أَنْ تَحْكُمُوا بِالْعَدْلِ ۚ إِنَّ اللَّهَ نِعِمَّا يَعِظُكُمْ بِهِ ۚ إِنَّ اللَّهَ كَانَ سَمِيعًا بَصِيرًا ﴾

"Indeed, Allah commands you to convey your trust to the owner. When you establish a law between men, you should decide fairly. Indeed, Allah is Almighty Hearing, All-Seeing."¹⁶

3) Tabligh

Etymologically, tabligh means "to convey." In the world of business, the concept of tabligh encompasses aspects of communication and the ability to provide sound arguments. An entrepreneur or businessperson should ideally be able to communicate or present their products or services attractively, effectively, and appropriately to the target market, without neglecting honesty and truth.¹⁷ Allah SWT says in Qs. Al-Ma'idah 5:67:

﴿ يَا أَيُّهَا الرَّسُولُ بَلِّغْ مَا أُنْزِلَ إِلَيْكَ مِنْ رَبِّكَ ۚ وَإِنْ لَمْ تَفْعَلْ فَمَا بَلَّغْتَ رِسَالَتَهُ ۚ وَاللَّهُ يَعْصِمُكَ مِنَ النَّاسِ ۚ إِنَّ اللَّهَ لَا يَهْدِي الْقَوْمَ الْكَافِرِينَ ﴾

"O Messenger! Convey what your Lord has revealed to you. If you do not do (what you are commanded), you have not conveyed His message. Allah protects you from (the harm of) mankind. Indeed, Allah does not guide a people who disbelieve."¹⁸

4) Fathonah

According to Antonio (2010), fathonah means "intelligent" or "skillful." The term fathonah can also be interpreted as a form of intelligence and wisdom. In a business context, a businessperson or entrepreneur who possesses fathonah is someone who possesses extensive knowledge and a deep understanding of the business or enterprise they are running. This fathonah encourages them to think creatively and innovatively in managing and developing their business or enterprise.¹⁹ The value of fathonah is explained in QS Al-Jāsiyah / 45:13.

﴿ وَسَخَّرَ لَكُم مَّا فِي السَّمُوتِ وَمَا فِي الْأَرْضِ جَمِيعًا مِّنْهُ ۚ إِنَّ فِي ذَٰلِكَ لَآيَاتٍ لِّقَوْمٍ يَّتَفَكَّرُونَ ﴾

"He has subjected to you whatever is in the heavens and whatever is on the earth—all (as grace) from Him. Indeed, in this are signs (of Allah's greatness) for a people who give thought."²⁰

¹⁴ Kementrian Agama RI, *Al-Qur'an dan Terjemahannya, Lajnah Pentashihan Mushaf Al-Qur'an*, 1 ed. (Jakarta, 2019).

¹⁵ Rizka Ar Rahmah, "Penerapan Etika Bisnis Islam pada Waroeng Steak and Shake Medan," *Ekonomi Islam* 5, no. 2 (2020): 246–267.

¹⁶ Kementrian Agama RI, *Al-Qur'an dan Terjemahannya*.

¹⁷ Astrid Manzani, Zuhendry, "Pengaruh Penerapan Sifat Siddiq, Amanah, Fathanah dan Tabligh terhadap Keberhasilan Usaha Online Shop."

¹⁸ Kementrian Agama RI, *Al-Qur'an dan Terjemahannya*.

¹⁹ Astrid Manzani, Zuhendry, "Pengaruh Penerapan Sifat Siddiq, Amanah, Fathanah dan Tabligh terhadap Keberhasilan Usaha Online Shop."

²⁰ Kementrian Agama RI, *Al-Qur'an dan Terjemahannya*.

Promotion

a. Definition of Promotion

According to Alma (2016), promotion is a form of communication in marketing that aims to convey information, persuade, or influence, and remind the target market about the company and its products, so that they are willing to accept, purchase, and be loyal to the products offered by the company in question.²¹ Promotion is a crucial component in achieving marketing targets. It serves as a means of conveying valuable information about a company and its products to potential buyers in the hope of influencing purchasing decisions. Firli Musfar T (2020) states that promotion consists of five variables.

The first is advertising, which is the non-personal delivery of ideas or messages about a product through various media with the support of a sponsor. The second is sales promotion, which involves marketing activities involving face-to-face selling, advertising, and publicity in an effort to increase consumer purchases. For example, shows, exhibitions, and so on. The third is public relations, which is a communication strategy employed by an organization to build a positive image and influence the public.

The fourth is personal selling, which is an oral presentation made by a seller to potential buyers to encourage transactions or sales. The fifth is direct marketing. This involves gathering direct feedback from specific customers and potential customers using communication tools such as email, telephone, and the like.²²

From an Islamic economic perspective, promotion is known as At-Tarwīj, which refers to a strategy or effort undertaken by sellers to attract buyers to purchase the products offered. The strategy used can be direct or indirect, but most importantly, the promotion must not conflict with sharia principles.

b. Forms of Promotion

In the world of marketing, promotional strategies consist of various forms, collectively known as the promotional mix. This mix refers to the combination of various promotional approaches used to optimally achieve marketing objectives. According to Kotler and Armstrong (2012), there are five main forms of marketing/promotion, as follows:²³

- 1) Advertising, which is a form of presentation and promotion related to ideas, goods, and services. Its main goal is to foster consumer interest and increase demand for the products offered.
- 2) Personal Selling, which is an effort to introduce a product through face-to-face meetings or direct communication with the aim of attracting consumers to purchase the product being offered.
- 3) Sales Promotion, which is a marketing activity other than advertising, personal selling, and publicity, that encourages purchasing effectiveness using tools such as exhibitions, demonstrations, displays, and so on, as well as providing discounts, such as purchase discounts.
- 4) Public Relations, which is a form of promotion carried out by building good relationships with the public to maintain a positive company image, gain support, and handle negative issues or any information that could tarnish the company's reputation.

²¹ dan Iis Purnengsih Hafiz Fauzi, Winny Gunarti W, "Kajian Desain Media Promosi sebagai Strategi Pemasaran di Smk Setia Negara Depok," *Kreasi Seni dan Budaya* 4, no. 3 (2022): 279–293.

²² Cynthia Lawrence Saragih dan Andriyansah, "Strategi Promosi dalam Meningkatkan Penjualan pada Platform Tiktok," *Manajemen, Bisnis, dan Akuntansi* 11, no. 2 (2023): 151–160.

²³ Anugerah Ayu Sendari, "Tujuan Promosi Menurut Para Ahli, Kenali Bentuk-Bentuknya," *Liputan 6*, last modified 2020, diakses Juli 6, 2024, <https://www.liputan6.com/hot/read/4441490/tujuan-promosi-menurut-para-ahli-kenali-bentuk-bentuknya?page=5>.

- 5) Direct Marketing is a form of promotion that involves direct communication using various media such as telephone, email, or other digital platforms to obtain a direct response from consumers quickly and personally.

Affiliate

a. Definition of Affiliate

Affiliate is a term commonly used in the world of marketing. Aninda (2022) explains that affiliate marketing is a system or program that provides rewards in the form of commissions to individuals who successfully generate product purchases through their promotional activities. This business model is an evolution of traditional marketing methods that is now widely applied in digital marketing strategies.²⁴

Simply put, affiliate marketing is a marketing strategy in which an individual or business entity promotes another party's products or services and earns a commission for each sale or specific action generated through their promotion.

Affiliate marketing is generally conducted through various digital media such as websites, social media, blogs, or online advertising. Affiliate programs can be managed directly by the company involved or through an affiliate platform that provides a liaison service between the product owner and affiliates.²⁵

b. Affiliate Elements

According to Syilvania (2018), there are three interrelated elements in the affiliate marketing business, namely:²⁶

- 1) Merchants are individuals or companies that own products and provide opportunities for affiliates to help market them.
- 2) Affiliates are parties who have registered and been approved to market or promote products.
- 3) Affiliate Network Platforms are websites or digital systems that bridge the relationship between product owners and affiliates.
- 4) Customers are parties who make transactions for products promoted by affiliates.

Legal Basis for Affiliates

Affiliates include jobs in which the individual plays a role. The affiliate acts as an intermediary between the seller and the buyer. In Islamic view, this profession is permissible as long as it is done with honesty and without elements of fraud. This role as an intermediary it can even be seen as a real form of activity help each other in kindness.²⁷ Allah SWT., says in QS Al-Mā'idah /5: 2:

وَتَعَاوَنُوا عَلَى الْبِرِّ وَالتَّقْوَىٰ وَلَا تَعَاوَنُوا عَلَى الْإِنِّمِ وَالْعُدُوَانِ وَاتَّقُوا اللَّهَ إِنَّ اللَّهَ شَدِيدُ الْعِقَابِ

"Help you in (doing) virtue and piety, and do not help in committing sins and enmity. Fear Allah, indeed, Allah is very severe in punishment."²⁸

²⁴ dan Ari Pandu Witantra Esa Laela Noersabila, Atih Ardiansyah, "Strategi Komunikasi Pemasaran Affiliator Shopee dalam Mempromosikan Produk," *Inovasi dan Kreatifitas* 3, no. 2 (2023): 1–12.

²⁵ Amin Kuncoro, "Peningkatan Kinerja Pemasaran: Media Sosial, Inovasi Produk, dan pemasaran Afiliasi," *Manajemen Bisnis Kewirausahaan* 3, no. 1 (2024): 50–64.

²⁶ Fathur Rahman, "Praktik Affiliate Marketing pada Platform E-Commerce dalam Tinjauan Hukum Ekonomi Syariah," *Ekonomi dan Hukum Islam* 6, no. 1 (2022): 24–37.

²⁷ Ferri Abdan dan Adriana Mustafa, "Tinjauan Hukum Islam terhadap Sistem Pemasaran Afiliasi pada Taqychan Saffron," *Ilmiah* 3, no. 4 (2022): 246–253.

²⁸ Kementrian Agama RI, *Al-Qur'an dan Terjemahannya*.

TikTok

a. Understanding TikTok

TikTok is a short-form music video platform from China that was released in September 2016.²⁹ This platform allows users to watch, share, and create short videos. Currently, TikTok has grown into a social media platform that is widely used as a digital marketing tool. Through this platform, products or services can be promoted creatively and attractively.³⁰

b. TikTok Features

To support its users' creativity in creating engaging content, TikTok provides various features designed to enrich the video-making experience. Some of these features include:³¹

- 1) Adding music: Users can add music for free to their videos to make them more engaging.
- 2) Stickers and visual effects: TikTok offers a wide selection of stickers and visual effects that can be used to make videos more creative and unique.
- 3) Voice changer: This feature allows TikTok users to modify the sound in their videos.
- 4) Auto captions: This feature automatically displays text or subtitles based on the sound in the video. This feature is very convenient, especially for users with hearing impairments.
- 5) Live streaming: Like other social media platforms, TikTok also offers a live streaming feature, but only accounts with at least 1,000 followers can access it. This feature is very useful for users who use TikTok as a promotional tool, as it allows them to interact directly with their audience and expand their marketing reach.

c. Legal Basis for Using TikTok as a Business Tool

The use of TikTok as a business tool can be seen in its use as a promotional medium and the additional TikTok Shop feature as a trading platform. Trading activities taking place within this additional TikTok feature initially referred to the previous Minister of Trade Regulation (Permendag), namely Permendag Number 50 of 2022 concerning Business Licensing, Advertising, Development, and Supervision of Business Actors in Electronic Trading.

This regulation does not yet prohibit social media platforms from facilitating direct buying and selling transactions, so the existence of TikTok Shop at that time did not violate any legal provisions. However, as developments developed, the Ministry of Trade updated the regulations through Ministerial Regulation No. 31 of 2023. Article 21 Paragraph (3) explicitly states that providers of social-commerce-based trading systems, such as social media, are prohibited from facilitating payment transactions in electronic systems. TikTok, which legally only has a license as a social media platform, not a marketplace, is required to separate its social media functions from its e-commerce activities. This new regulation resulted in the official closure of TikTok Shop on October 4, 2023.³²

Research methods

This study employed a qualitative field research approach. The research location was in Bone Regency, and the survey began on January 13, 2024, and ended on March 14, 2025. The data used in this study were both primary and secondary. Primary data was obtained from

²⁹ Dicky Mardianto, "Komunikasi Ekspresif Penggunaan Media Sosial Tiktok (Studi Kasus Generasi Z Usia 18-23 Tahun)," *Ilmu Komunikasi dan Informasi* 3, no. 2 (2023).

³⁰ dan Sabri Anna Nurhasanah, Sarah Claudia Pressasna Day, "Media Sosial Tiktok sebagai Media Penjualan Digital Secara Live di Kalangan Mahasiswa Universitas Ahmad Dahlan.," *Sains dan Humaniora* 7, no. 2 (2023): 69–77.

³¹ Claudia Dinata dan Sisca Aulia, "Analisis Personal Branding Content Creator Tiktok @ claramonica," *Ilmu Sosial dan Ilmu Politik* 1, no. 1 (2022): 156–163.

³² Wiwik Sulistiyowati & Cindy Cahyaning Astuti, *BUKU AJAR UMSIDA PRESS Jl . Mojopahit 666 B Sidoarjo Copyright © 2017 . Authors All rights reserved*, ed. M.Pd Septi Budi Sartika, 2 ed. (Sidoarjo: UMSIDA Press, 2017), http://eprints.mercubuana-yogya.ac.id/6667/1/Buku-Ajar_Dasar-Dasar-Statistik-Penelitian.pdf.

interviews with affiliates in Bone Regency who actively promote on TikTok, specifically A. Siti Patimah, Syakila Safitri, and Sulviana. Secondary data was obtained from books, journals, previous research, websites, and other supporting literature. The subjects of this study were three affiliates: A. Siti Patimah, Syakila Safitri, and Sulviana. The research object examined Islamic business ethics in promotional activities on TikTok by affiliates in Bone Regency. Data collection techniques included interviews and documentation. and the data analysis techniques use data reduction, data presentation, and drawing conclusions or verification.

Results and Discussion

Discussion of Research Results

1. How Affiliates Work

How Affiliates Work: The affiliate system essentially involves several parties: merchants, affiliates, affiliate network platforms, and consumers. Merchants are the parties that sell products and create opportunities for others (affiliates) to market their products. Affiliates are parties who have registered on the affiliate platform to promote the product, while affiliate network platforms are affiliate service providers, such as Shopee, TikTok, and others, which act as a liaison between merchants and affiliates in this marketing system.

In general, affiliates work by promoting a product. Promotion is done by sharing product links on social media, using codes 60 and 61.

In practice, an affiliate's work can be described in several stages. After registering and being accepted into the affiliate program, the affiliate will select products from merchants available on the affiliate platform. The affiliate can then promote these products through social media or other digital platforms. This promotion is carried out by including an affiliate link connected to the affiliate platform. When a consumer purchases a product through this link, the affiliate will receive a commission according to the established terms. This commission serves as a reward for the affiliate's success in acting as an intermediary between the merchant and the customer.

Thus, affiliation can be understood as a form of transaction sales that involve intermediaries in the marketing process. In Islamic economic context, sales transactions through this intermediary can be said to be a form of work with a wage or compensation system (*ujrah*), where the intermediary earns income in the form of commission from sale of other people's goods. You can work as an intermediary referred to as mutual assistance activities in the recommended virtues in Islam.³³ Allah SWT., says in QS Al-Mā'idah /5: 2:

وَتَعَاوَنُوا عَلَى الْبِرِّ وَالتَّقْوَىٰ وَلَا تَعَاوَنُوا عَلَى الْإِثْمِ وَالْعُدْوَانِ وَاتَّقُوا اللَّهَ إِنَّ اللَّهَ شَدِيدُ الْعِقَابِ

"Help you in (doing) virtue and piety, and do not help in committing sin and enmity. Have faith to Allah, indeed, Allah is very severe in punishment."³⁴

In *mu'amalah fiqh* the affiliate marketing system is included in the contract *ju'alah* is an agreement to provide compensation for the work results achieved. As long as the promotion process is conducted honestly, without deception or manipulation, this activity is permitted.³⁵

2. Affiliate Behavior in TikTok Promotion

a. Promotional Content

When creating promotional content on TikTok, A. Siti Patimah chooses video formats such as unboxings, reviews, or short videos with a hook or catchy opening line at the beginning. A. Siti Patimah maintains the originality of the content she uses for

³³ Ferri Abdan dan Adriana Mustafa, "Tinjauan Hukum Islam terhadap Sistem Pemasaran Afiliasi pada Taqychan Saffron."

³⁴ Kementrian Agama RI, *Al-Qur'an dan Terjemahannya*.

³⁵ Nur Anis Machfudloh dan Fauzatul Laily Nisa, "Analisis Affiliate Marketing Ditinjau dari Perspektif Ekonomi Syariah."

promotions. In this regard, all promotional content she uploads is her own creation, as coded in 63. A. Siti Patimah emphasizes the importance of original content to avoid copyright infringement from non-original content.

Syakila Safitri, when creating promotional content, tends to choose video formats such as unboxings and detailed product reviews. Syakila Safitri also maintains the originality of her promotional content. All content used by Syakila Safitri in promotions is entirely her own creation, not re-uploaded from other creators (see code 64). Sulviana typically creates product review videos that include product specifications. All content used in her promotions is original and self-created (see code 65).

b. Promoted Products

On her TikTok account, A. Siti Patimah promotes skincare and cosmetic products. She usually considers choosing viral products to promote. In her promotions, A. Siti Patimah always chooses products that are registered with Halal and BPOM. She always ensures that the products she promotes are halal and safe for consumers, as indicated by code 66. Meanwhile, Syakila Safitri promotes fashion products such as bags, clothing, sandals, and others on her TikTok account. When promoting, she considers the quality of the products she promotes. Syakila Safitri chooses products that are of good quality and at a reasonable price, and are worth purchasing.

Syakila Safitri also considers choosing trending or viral products, with code 67. Sulviana, on her TikTok account, promotes products such as clothing, cosmetics, and more. In her promotions, Sulviana considers the quality of the products she promotes. In this case, she promotes products she has purchased and knows the quality of, with code 68.

c. Delivery of Product Information

In promoting products, A. Siti Patimah includes information such as the product's advantages and benefits. A. Siti Patimah conveys product information honestly and accurately, without exaggeration. To maximize the delivery of product information to the audience, A. Siti Patimah also actively responds to comments/questions received if there is information the audience does not understand, using code 69.

Meanwhile, Syakila Safitri conveys product information by including complete product specifications. In promotions, she always conveys product information based on facts or actual product specifications. Syakila Safitri always conveys product information honestly without exaggeration or embellishment. Syakila Safitri also helps provide additional information to the audience through comments if they have questions about the product, in code 70. Sulviana, when promoting products, usually includes the product's advantages or benefits. The information in her promotional content is conveyed honestly and based on actual facts, without manipulation or exaggeration. Sulviana also provides additional information to the audience about the product by actively responding to incoming comments and questions, in code 71.

d. Promotion Strategy

In her promotions, A. Siti Patimah implements several strategies to support her affiliate's growth. For promotional videos, she strives to make them more engaging by editing them first. She also consistently pays attention to the quality of the videos she uploads.

When uploading promotional content, she pays attention to the use of important elements in promotional videos, including hooks, viral sound effects, and hashtags to expand her audience reach. Regarding products, she chooses trending or viral products because of the potential for greater profit. Furthermore, A. Siti Patimah consistently uploads promotional content to accelerate account growth, as code 72 indicates.

Similarly, Syakila Safitri employs several strategies in her promotional activities. In her promotional content, she employs a strategy of using hooks to attract the audience's attention. Regarding products, Syakila Safitri promotes products that align with her niche

(content focus) to make the content more relevant and engaging for her audience, potentially increasing sales. Furthermore, Syakila Safitri strives to consistently upload promotional videos to support the growth of her account, coded 73. Sulviana also employs strategies in her promotions on TikTok. In her promotional content, Sulviana employs strategies such as using viral sounds or music and hashtags to increase the reach and visibility of her content. Increased reach and visibility can generate more viewers, thereby expanding sales potential. In addition, Sulviana also strives to implement a consistent strategy in uploading promotional content, using code.

3. Islamic Business Ethics Regarding the Behavior of Muslim Affiliates in Promotion on TikTok

a. Siddiq

In the hadith of Rasulullah, the virtue of honesty is also explained and the danger of lying. Rasulullah SAW said :

"Always be honest, for honesty leads to goodness, and goodness leads to Paradise. And if a person consistently acts honestly and continues to choose honesty, he will be recorded with Allah as an honest person. A person who consistently acts honestly and strives to be honest. And avoid lying, for lying leads to evil, and evil leads to Hell. And if a person consistently lies and chooses to lie, he will be recorded with Allah as a liar." (Narrated by Muslim).³⁶

Siddiq is a fundamental principle that is very important in Islamic business practices. Honesty in the context of affiliate promotions can relate to integrity in processes such as the authenticity of promotional work/materials. This is important to avoid misleading the audience and to maintain ethical values and credibility in affiliate activities. The characteristic of Siddiq in the context of affiliate behavior in promotions can be seen in how they maintain authenticity and honesty in producing promotional content that does not plagiarize the work of others, as well as integrity in capturing the audience's attention without manipulation or deception.

In her promotions, A. Siti Patimah always pays attention to the authenticity of the content she uses. The promotional content she uploads to her TikTok account is always her own original creation. A. Siti Patimah emphasizes the importance of authenticity in her promotions to avoid any infringement by TikTok, which may detect copyright infringement from non-original content.

Similarly, Syakila Safitri always prioritizes the originality of the content she uses in her promotions. In her promotions, she always uses her own content. She never takes or reuploads content belonging to other creators in her promotions.

Similarly, Sulviana never uses content belonging to other creators in her promotions. She always maintains the authenticity of her content by uploading promotional content that is her own creation. The promotional content she uploads to her account is her own original work.

Based on this, the behavior of these three affiliates demonstrates compliance with the principle of siddiq. In this regard, they always maintain the originality of the content in every promotion they conduct, namely by uploading or using original promotional content that is their own creation.

b. Amanah

Trust is an ethic that must be applied in words and deeds. Implementation of trust will encourage the formation of high reliability and responsibility for each Muslim. Trust also

³⁶ Markas, "Urgensi Sifat Jujur Dalam Berbisnis," *Jurnal Kajian Islam Kontemporer* 5, no. 2 (2014): 74–86.

has a close relationship with honesty, because Honesty is the basis for creating trust.³⁷ In the context of affiliate business, trust can be understood as a form of responsibility and integrity of an affiliate towards the product being promoted. Trustworthiness is reflected in the affiliate's commitment to selecting appropriate and safe products to promote.

In her promotions, A. Siti Patimah demonstrates commitment to selecting promotional products. When selecting products, she pays attention to halal labels and BPOM (Indonesian Food and Drug Authority) certification, especially since the products she promotes are skincare and cosmetics. This is done to ensure that the products she promotes are truly halal and safe for consumers.

Syakila Safitri always considers quality and price when selecting promotional products. She wants to ensure that the products she promotes are worth it, in this case, they have a good quality and price. This is done to maintain consumer trust and satisfaction with her promotions.

Similarly, Sulviana considers product quality first when selecting promotional products. In this case, she promotes products she has purchased herself and is satisfied with. This is done to gain consumer trust and satisfy those who trust her promotions.

Based on this, the behavior of these three affiliates demonstrates compliance with the principle of trust. In this case, they demonstrate responsibility by not choosing products to promote haphazardly; they carefully consider the product before promoting it.

c. Tabligh

In the context of business or enterprise, this means that business actors must adhere to the values of truth and honesty in their activities. This means conveying information honestly, avoiding manipulation or exaggeration, to remain within the bounds of Islamic ethics and values.³⁸

In the context of affiliate business, tabligh can be understood as the affiliate's ability to convey information about the promoted product in a communicative and engaging manner, while upholding the value of honesty.

In promoting A. Siti Patimah's products, she includes: information such as product advantages and benefits. A. Siti Patimah always conveys information based on facts, without exaggeration. In promotions, he also actively replies to comments/questions from the audience. Matter This is done to help provide additional information for if there are things that are not clear or that the audience does not understand.

Meanwhile, Syakila Safitri conveyed product information with include detailed product specifications. In promotion, he always convey product information truthfully, appropriately product specifications. Syakila Safitri always conveys information products honestly without exaggeration. Syakila Safitri too helps provide additional information to the audience through incoming comments.

As for Sulviana, she usually promotes her products List the advantages or disadvantages of the product. Sulviana always conveys information in her promotional content honestly, without manipulation or exaggeration. Sulviana also actively responds to audience comments and questions to provide additional information.

Based on this, the behavior of these three affiliates demonstrates adherence to the principle of trustworthiness. In this regard, they always promote products honestly and based on the facts without exaggeration. They also demonstrate the ability to communicate products by actively providing additional information to their audience when necessary.

³⁷ Rizka Ar Rahmah, "Penerapan Etika Bisnis Islam pada Waroeng Steak and Shake Medan."

³⁸ Irawan Misbah, "Perilaku Bisnis Syariah," *Manajemen Dakwah* 5 (2017): 33–44.

d. Fathonah

Intelligence can be understood as the ability to use reason and think critically about all of God's creation, and to apply that knowledge to achieve better life goals. Therefore, for an affiliate, fathonah includes the ability to think creatively in developing promotional strategies.

She also consistently enhances her promotional content to make it more engaging. She also consistently pays attention to the quality of the videos she uploads. When uploading promotional content, she prioritizes the use of elements such as hooks, viral sounds, and hashtags to expand her audience reach. When selecting products, she chooses those that are trending or going viral to increase their chances of success. Furthermore, A. Siti Patimah consistently uploads promotional content to accelerate her account's growth.

Similarly, Syakila Safitri employs several strategies in her promotions. She utilizes hooks in her promotional content. When selecting promotional products, Syakila Safitri chooses products that align with her niche to make the content more relevant and engaging for her audience. Furthermore, Syakila Safitri strives to consistently upload promotional videos to support the growth of her account.

Sulviana also implements strategies in her promotions. In her promotional content, Sulviana employs strategies such as using viral sounds or music and hashtags. This is done to increase the visibility and reach of her content.

Increased reach and visibility can generate more viewers, thereby expanding sales potential. Furthermore, Sulviana also strives to implement a consistent strategy in uploading promotional content.

Based on this, the behavior of these three affiliates demonstrates compliance with the principles of fathonah. They demonstrate intelligence in carrying out promotional activities by implementing promotional strategies to support the progress of their affiliates.

Conclusion

Based on the results of the research conducted, it can be concluded that the behavior of Muslim affiliate marketers in promoting on TikTok demonstrates a professional attitude that prioritizes originality, responsibility, and honesty. The three affiliates, namely A. Siti Patimah, Syakila Safitri, and Sulviana, always prioritize content originality by creating their own videos/content in their promotions. In selecting products to promote, the three affiliates are quite selective, considering certain aspects to ensure that the promoted products are suitable and beneficial for consumers. Regarding the delivery of product information, the three affiliates are generally able to communicate their products attractively and clearly, without exaggerating or hiding the product's shortcomings. Additionally, they also actively interact with the audience as a form of concern and provision of additional information. To enhance the effectiveness of promotions, each affiliate also implements certain strategies such as consistency in content posting, the use of hooks in the content, selection of products according to market trends, and others. Islamic Business Ethics Regarding the Behavior of Muslim Affiliators in Promotion on TikTok (a) Siddiq: The behavior of Muslim affiliators, in this case A. Siti Patimah, Syakila Safitri, and Sulviana, in promoting on TikTok shows alignment with the principle of siddiq. The application of siddiq is evident in how they maintain honesty by prioritizing the originality of content in every promotion made. (b) Amanah: The behavior of the three affiliators in promotion on TikTok also demonstrates alignment with the principle of amanah. The application of the amanah principle is shown in how they exhibit responsibility in selecting products in a selective manner to gain consumer trust. (c) Tabligh: The third affiliators also demonstrate alignment with the principle of tabligh in their promotions. The principle of tabligh is applied through the way they communicate product information clearly and attractively,

without exaggerating or hiding anything. (d) Fathonah: The behavior of the third affiliators in promoting on TikTok also shows alignment with the principle of fathonah. The application of fathonah can be seen in how they implement promotional strategies to develop the affiliate business they run. This demonstrates intelligence that corresponds with the value of fathonah itself.

Suggestion

Researchers suggest that the values of Islamic business ethics that have been applied by affiliates in promotions should be maintained. These values are important to uphold so that the promotions conducted run smoothly and in accordance with sharia principles. Additionally, intelligence in promotion (fathonah) also needs to be continuously developed, especially in terms of consistency strategies. Researchers recommend that affiliates focus more on maintaining promotional consistency. Although steps in that direction have been taken, it still requires more attention and improvement. Affiliates need to be more routine and scheduled in uploading promotional content. This consistency is very important because it can expand the reach of the promotional content, thus increasing the chances of achieving optimal affiliate results.

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