



## Online Buying And Selling From The Perspective Of Maqasid Shariah

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### ABSTRACT

Maqasid Syariah encourages the economic empowerment of Muslims. Online buying and selling transactions can provide opportunities for Muslim entrepreneurs to develop and compete in the global market, thereby achieving this goal of economic empowerment. Overall, online buying and selling transactions can be a means to achieve the goals of Maqasid Syariah, as long as they are carried out with integrity, fairness and comply with the principles of Islamic law. Good online business practices must align with Islamic values and moral goals and contribute to the

overall welfare of society. Research focus The online buying and selling transaction process is seen from Maqasid sharia. Research Method This research is a qualitative descriptive research. In this qualitative descriptive research, researchers here use library research to look for information through books, magazines, newspapers and other literature to form a theoretical basis. This research is also to examine written sources such as scientific journals, reference books, literature, encyclopedias, scientific essays, scientific works and other sources either in written form or in digital format that are relevant and related to the object being researched. The object of this research study is in the form of texts or writings that describe and explain the online shop business/enterprise that is mushrooming in Indonesia. The results of this research are 1) maintaining religion, in online buying and selling transactions you must have good intentions and the goods being sold match the picture and what was sent. 2) Maintain Product Quality Ensure that the product or service you purchase is safe to use. When possible, read reviews and do research on the product, especially if it concerns health and safety. Dangerous Product Monitoring If you sell products or services that could impact consumer health or safety, ensure they meet applicable safety and regulatory requirements. Respect for Consumer Rights Make sure you understand consumer rights in online transactions, including the right to return defective or unsuitable goods. Make sure that sellers respect these rights. 3) maintain common sense, avoid rash actions,

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don't rush to make decisions. If you feel pressured or pushed to make a transaction immediately, you should be careful and consider your decision carefully. 4) maintaining lineage Maintaining lineage (descendants) in online buying and selling transactions refers to the practice of maintaining business relationships with integrity and honesty as well as upholding moral and ethical principles in all aspects of online business. 5) maintain honest assets towards oneself and the goods being sold.

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## INTRODUCTION

Entering the era of technology has had a huge impact on all fields, including the field of muamalah. Muamalah is a relationship between people who act, do and do good deeds to each other, thus giving birth to certain things such as a transfer of ownership. Transfer of ownership of property can be done in various ways, such as inheritance, giving to others in the form of zakat, infaq, sadaqah, and by buying and selling. The various ways of transferring ownership require both parties to meet each other, especially in the field of buying and selling. The meeting between the two parties is part of one of the pillars of the contract which is commonly known as 'aqidain. Bearing in mind that we have now entered the technological era or 5.0 where the role of humans has been partially replaced by technology so that it is possible for many buying and selling transactions to be done online.

Buying and selling online no longer allows the two parties to know each other, let alone meet each other. They both exist in one dimension, namely the online dimension or virtual world, where they never meet in person. In cyberspace, buyers will never know the goods being sold. buy whether the goods are legally for sale or not, meaning that the goods were obtained through good methods and not the result of stealing or the like. Or the goods are imitation goods but are said to be original goods, or perhaps even the goods are illegal, which is commonly known as the black market. The buying and selling objects as mentioned above are very possible to be bought and sold online. Apart from the 5.0 technology era, where people cannot carry out activities outside freely, there is a need for online services to meet their needs which can reduce activities outside the home. From the explanation above, there is a need for a study based on muamalah fiqh regarding online buying and selling.

Because muamalah fiqh is God's rules intended to regulate human life. Studying muamalah fiqh will give birth to several laws, namely valid, fard, or void. Thus there are several problems, namely: Whether online buying and selling fulfills the terms and conditions so that the contract is valid, or in fact there are several terms and conditions but there is something that damages the contract so the law is

fasd, and whether online buying and selling does not fulfill the terms and conditions so the contract is invalidated. Online buying and selling transactions from the Maqasid Syariah perspective are very relevant because Maqasid Syariah is an important concept in Islam which refers to the main objectives of Islamic law. Maqasid Syariah covers moral, ethical and social goals in Islamic law, and this concept can be applied in various aspects of life, including online buying and selling transactions. Ease of Access and Services, One of the goals of Maqasid Syariah is to facilitate access and services for the community. Online buying and selling transactions provide easy access to various products and services for many people, including those in remote areas or who have physical limitations. This is in line with the aim of making it easier for people to meet their needs.

Justice and Balance, The principle of justice is one of the main aspects of Maqasid Syariah. In online buying and selling transactions, this principle can be applied by ensuring fair prices and a balance between the rights and obligations of sellers and buyers. Fairness in prices and transaction terms is an important aspect of Maqasid Syariah. Community Welfare, Maqasid Syariah also emphasizes community welfare. Online buying and selling transactions can provide economic and social benefits, such as creating jobs, advancing small and medium businesses, and improving people's lives.

Avoiding Misfortune (Dharar), The principle of avoiding harm is part of Maqasid Syariah. In online buying and selling transactions, it is important to avoid practices that could harm buyers or sellers, such as fraud, counterfeit goods, or misuse of personal information. Sharia Compliance, Online buying and selling transactions carried out in accordance with Sharia principles will ensure that this economic activity does not violate the provisions of Islamic law. This includes compliance with rules such as the prohibition of usury, gambling, and practices that are contrary to the teachings of the Islamic religion. Economic Empowerment of the Ummah, Maqasid Syariah encourages the economic empowerment of Muslims. Online buying and selling transactions can provide opportunities for Muslim entrepreneurs to develop and compete in the global market, thereby achieving this goal of economic empowerment. Overall, online buying and selling transactions can be a means to achieve the goals of Maqasid Syariah, as long as they are carried out with integrity, fairness and comply with the principles of Islamic law. Good online business practices must align with Islamic values and moral goals and contribute to the overall welfare of society.

## **RESEARCH METHODOLOGY**

When buying and selling via the internet, web-based stores are vulnerable to fraud. Make sure you shop on a reliable online website. The danger is that the

money will be passed on to the seller even if the product is not sent and has never been sent forever. Research focus The online buying and selling transaction process is seen from Maqasid sharia. Research Method This research is a qualitative descriptive research. In this qualitative descriptive research, researchers here use library research to look for information through books, magazines, newspapers and other literature to form a theoretical basis. This research is also to examine written sources such as scientific journals, reference books, literature, encyclopedias, scientific essays, scientific works and other sources either in written form or in digital format that are relevant and related to the object being researched. The object of this research study is in the form of texts or writings that describe and explain the online shop business/enterprise that is mushrooming in Indonesia.

## **RESULTS AND DISCUSSION**

### **1. Maqasid Syariah**

One of the important and fundamental concepts that is the subject of discussion in Islam is the concept of Maqasid Syariah which emphasizes that Islam exists to realize and maintain the benefits of humanity. This concept has been recognized by the ulama and has become a basic reference in Islam. The spirit of the Maqasid Syari'ah concept is to realize goodness while avoiding evil or attracting benefits and rejecting harm (dar'u al-mafasid wa jalb al-masalih), the term that is commensurate with the essence of Maqasid Syariah is maslahat, because Islam and Benefits are like twins who cannot be separated. Maqasid Syariah consists of two vocabulary words, namely al-maqasid and al-shariah. Al-maqasid is the plural form of the word almaqasid from the root word al-qas{d. Etymologically, al-qas{d has several meanings, including the following: First, the straight path (istiqamah al-tariq). This meaning refers to the word of Allah Surah al-Nahl (16) 9 yang lurus (istiqamah al-tariq). makna ini mengacu pada firman Allah surah al-Nahl (16) 9

*This means that it is Allah's right to explain the straight path, and in between there are (paths) that are deviant. And if He wills, He will certainly guide you all (to the right path).*

That Allah has the right to explain the straight path and invite creatures to always be on the straight path. This invitation is based on irrefutable evidence and arguments. The opposite of al-qasd is al-jair (deviant path). Second is the most important goal (ali'timad wa al-amm). This meaning is often used and referred to by fiqh scholars and ushul fiqh scholars. The goal (almaqasid) is the reference in every bukallaf action and the law changes along with changes in the goal (al-maqasid). It is the deepest element that makes sense in every person's actions. Goals and intentions in this case have no fundamental difference. Ushuliyin and fuqaha circles often do not limit the meaning of the word al-maqasid. The meaning of this word can

be understood in an etymological context after being coupled with other words, such as the rule which says "all actions depend on the goal or intention of the perpetrator (al-umur bi maqasidiha). In this context, al-maqasid is interpreted as something that underlies a person's actions and is implemented in a real form (al-fi'il), or for example in the statement of al-Ghazali (d. 505 H) "it is said" that there are five objectives (maqsud) of the Shari'a; protect religion, soul, mind, offspring and property. Ibn Ashur (d. 1393 H / 1973 AD) provides an interesting definition that Maqasid Syariah is the value or wisdom that is of concern to the Shari'a in all the content of the Shari'a, whether detailed or global. It could be that these values contain universal sharia values such as moderation (al-wastiyah), tolerance (altasamuh) and holistic (al-shumul). 'Alal al-Afasi (w 1394 H / 1974 AD) further provides the understanding that Maqasid Syariah is the main goal (al-ghayah) of the Shari'a and the secrets laid down by the Shari'a as Isan in every Shari'a law.

According to him, Maqasid Syariah is the basis of eternal law and cannot be separated from the main source of Islamic law. From these two meanings, it can be concluded that Maqasid Syariah can include universal goals, namely upholding benefits and preventing misery, and also includes specific legal goals such as the goals contained in family law. In general, the ulama provide an overview of the theory of Maqasid Syariah, namely that Maqasid Syariah must be centered and based on five main points of benefit, namely the benefit of religion (hifz al-din), the benefit of the soul (hifz al-nafs), the benefit of reason (hifz al-aql), the benefit of descendants (hifz al-nasl) and the benefit of property (hifz al-mal). Each level has its own classification, namely basic/primary ranking (dharuriyyat), needs/secondary ranking (hajjiyat) and complementary/tertiary ranking (tahsiniyyat). In determining the law, this ranking order will show its importance when it conflicts with its benefit. The dharuriyyat rank is in first place, then the hajjiyat precedes the tahsiniyyat rank. It could be interpreted that the third rank complements the second rank and the first rank is complemented by the second rank. Dharuriyyat is interpreted as a need that cannot be ignored or postponed in order to maintain the integrity of the five principles of benefit (al-umur al-khamsah), either by upholding the main pillars, establishing its rules, rejecting misery (al-mafasid) that is or will be caused. happen. Delaying or denying this first ranking will threaten the existence of these five points. Hajjiyat is a condition that does not threaten the existence of the five principles, but will only cause difficulties. For example, rukhsah is allowed to be qasar or plural for travelers. Meanwhile, tahsiniyyat is defined as a need that supports the improvement of human dignity in society and before God, of course paying attention to and conforming to propriety.

Islam is a comprehensive religion. In line with this, there are many rules and laws that Allah has established for His servants. These rules and laws exist as

guidelines so that a Muslim does not go down the wrong path. Then, these laws and regulations were conveyed through the Koran and hadith through the intermediary of the Prophet. For this reason, the Koran and hadith are also called the source and basis of the Islamic religion. From these two sources, the ulama developed Islamic law and sought answers to the problems of Islamic society. Especially those related to the field of muamalah. To make it easier for the ulama, a concept called Maqashid Syariah was born. Concept and Understanding of Maqashid Syariah This concept was put forward by a scholar named Asy-Syatibi. This concept is taken from one of the rules which says,

*This means that sharia aims to realize the benefit of the world and the hereafter.*

This statement is a common sentiment among many Muslim scholars and scholars. In Islam, sharia is God's guidance or law found in the Koran and Sunnah (the teachings and actions of the Prophet Muhammad SAW). One of the main goals of sharia is to bring about benefit or prosperity for individuals and society both in this world and in the afterlife. World benefit in this context includes aspects such as justice, order, security, social welfare and a just economy. The benefit of the afterlife refers to an individual's preparation for life after death, where good deeds and obedience to Allah will be counted as rewards that will bring eternal happiness, while sin will result in torment. It is important to note that views on how sharia should be implemented and interpreted can vary among Muslims. Some groups or sects may have different understandings of what constitutes goodness in this world and the hereafter, as well as how to achieve it in social and individual contexts.

Linguistically, the word maqashid itself comes from the word maqshad which means goal or target. Departing from this meaning, several scholars have different meanings or definitions regarding maqashid sharia. Al-Fasi, for example, according to him, maqashid sharia is the goal or secret of Allah that exists in every sharia law. Meanwhile, ar-Risuni believes that maqashid sharia is the goal that the sharia wants to achieve so that human benefit can be realized. In general, maqashid sharia aims for the good or benefit of humanity. This goal is in line with the goal of God's law, namely goodness. The benefit referred to in this case includes everything in human life. This includes human sustenance, the basic needs of life, and also other needs that humans need. It also includes emotional, intellectual qualities, as well as absolute understanding or comprehension. Forms of Maqashid Sharia. According to Imam ash-Syatibi, there are five forms of maqashid sharia. These five forms are also called the five general principles or kulliyat al-khamsah. Each of these forms has two divisions, namely in terms of form or protection and in terms of 'adam' or prevention. The five forms of sharia maqashid are as follows:

a. Maqashid sharia to protect religion

The form of maqashid sharia to protect religion is the right to embrace and believe that someone may and has the right to embrace the religion they believe in freely and without interference. An example of maintaining this is by carrying out prayers and giving zakat. Meanwhile, in terms of prevention, it is carried out through jihad or punishment for apostates.

b. Maqashid sharia to protect the soul

The form of maqashid sharia to protect the soul is a principle and reason which states that a human being should not be harmed, injured, let alone killed. An example of its application is eating and drinking. Meanwhile, in terms of prevention, it is carried out by means of qisas and diyat.

c. Maqashid sharia to protect the mind

Form of maqashid sharia to protect the mind or intellect. Based on this, anything that causes loss of reason is prohibited. This includes consuming drugs or alcohol. Included in this is also freedom of opinion safely for everyone. An example of its application in the form of guarding is done by eating and looking for food. Meanwhile, prevention is carried out by enforcing the law for drug users.

d. Maqashid sharia to protect assets

Maqashid sharia to protect property guarantees that everyone has the right to own property and seizing it from other people is prohibited. Both in the form of theft, corruption, and so on. An example of implementing this is by carrying out buying and selling and looking for sustenance. Meanwhile, prevention is done by cutting off the hands of thieves and avoiding usury.

e. Maqashid sharia to protect descendants

The maqashid of sharia to protect offspring makes adultery prohibited because it can have negative impacts. Both biologically, psychologically, economically, socially, lineage, inheritance law, and so on. Therefore, the protection is carried out in the form of marriage, while the form of prevention is carried out by enforcing the law against people who commit adultery and who accuse other people of adultery without any evidence.

## 2. Online Buying and Selling Concept

According to Suherman, buying and selling via the internet is "(a sale and purchase contract carried out using electronic means (the internet) in the form of

goods or services)". Or buying and selling via the internet is "a contract agreed upon by determining certain characteristics by paying the price first while the goods are delivered later. Online buying and selling is a dynamic set of technologies, applications and business processes that connect companies, consumers and certain communities through electronic transactions and electronic trading of goods, services and information. If you look at the definition above of online buying and selling which is based on electronic media, namely the internet, then all buying and selling which is based on internet network media is online buying and selling, so any means or application as long as it requires internet network access is included as online buying and selling. Such as WhatsApp, Instagram, Telegram, Facebook, websites, blogs.

Buying and selling online (olshop) in Indonesia through website media, there are several types of online shop, such as Lazada, Shoppe, Bukalapak, and so on. These three types of online shops use website media as a place to market their merchandise. In principle, every person who will carry out a buying and selling transaction always pays attention to caution for both the seller and the buyer. This is to avoid fraud for both parties, especially buying and selling using an online system. Online shopping with website media does not make it possible to see directly the goods being marketed by the owner, because the seller and buyer are in very different places and with technological sophistication between the seller and It is as if the buyer is dealing directly in a transaction starting at the khiyar/choosing process stage until the sale and purchase transaction occurs. What the buyer must do to make a transaction through the online shop is to have an account first. Buyers who do not have an account cannot carry out these transactions. So the online shop will feel safe regarding their merchandise.

With a buyer's account, the registered data is accurate and can be accounted for. Just by registering a telephone number, the buyer's data will automatically be complete. This is because the telephone number owned has been verified through family card data. Apart from that, the sellers registered on the website are not only the website owner himself but there are several other shops. This is something that buyers need to pay attention to, because the shops on the online shop website come from various regions. When the buyer already has an account, it means they already have access to carry out the transaction. Buyers can only see the items being sold through the pictures and descriptions provided by the seller. This description becomes a reference for buyers to find out the details of the goods they want to buy. Meanwhile, to see the quality of the goods, you can pay attention to the content of comments from buyers who have bought them first. These two things are benchmarks for buyers in determining whether to buy or not, in terms of the goods they want to buy. Meanwhile, in terms of the owner of the goods, namely the shop selling, the buyer can see the quantity of goods that have been sold, this is a fairly

accurate consideration when taking steps to choose whether to choose that shop or not.

The process of ordering by the buyer (bai') is by paying attention to the details of the goods to be purchased, so that the buyer knows information about the goods, both in terms of quality, color, type of goods, and so on. The completeness of this data is important, considering that buyers cannot see directly the items they want to buy. When the information on the goods (ma'qud alaih) does not match what the buyer needs, the buyer can look for other goods. When the khiyarter process for the ma'qud 'alaihtelas is complete, the buyer places an order with the bai'. As proof that the musytari' has ordered, the online shop provides the order number and the bill number that must be paid, usually in the form of a payment code. Payment can be made in various ways, according to the buyer's own convenience. Usually the payment process is given a grace period of 24 hours, so that if the time limit exceeds this time limit, the buyer will not be able to continue the buying and selling process.

The buying and selling process will take place when the buyer makes payment via the account number or payment code appointed by the online shop. The existence of payment indicates that the buyer agrees to the type, form, quality and quantity sold by the online shop. In reviewing your jurisprudence, proof of agreement can be proven by the existence of a contract, or through the form of a written agreement. And the contract becomes the legal basis for both parties, which means that one party cannot cancel it unilaterally. Buying and selling occurs in electronic media, where buying and selling transactions do not require the seller and buyer to meet in person or look each other in the face, by determining the characteristics and type of goods, while the price is paid first and then the goods are handed over. Meanwhile, the characteristics of online business are: 1) Transactions occur between two parties; 2) There is an exchange of goods, services or information; 3) The internet is the main media in the contract process or mechanism. From the characteristics above, it can be seen that what differentiates online business from offline business is the transaction process (contract) and the main media in this process. Contracts are an important element in a business. In general, business in Islam explains the existence of physical transactions, by presenting the object during the transaction, or without presenting the object ordered, but with the provision that the nature of the object must be stated concretely, either handed over directly or handed over later until a certain time limit, as in as-salam transactions and al-istishna transactions. As-salam transactions are a form of transaction with a cash/immediate payment system but the delivery of goods is postponed. Meanwhile, al-istishna transactions are a form of transaction with an immediate or deferred payment system according to the agreement and delayed delivery of goods. There are two types of commodities that are the object of online transactions, namely non-digital and digital goods/services. Online transactions for non-digital commodities are basically no different from as-salam transactions and the goods must be in

accordance with what was specified during the transaction. Meanwhile, digital commodities such as ebooks, software, scripts, data, which are in file form (not CDs) are handed over directly to consumers, either via email or download. This is not the same as an as-salam transaction but like an ordinary buying and selling transaction.

**Online Buying and Selling Flow** The basic scheme of an online business is: 1) Transactions occur between two parties. 2) There is an exchange of goods, services and information. 3) The internet is the main media in the buying and selling process (ijab-qabul). There are two types of ijab-qabul, namely: 1) According to the agreement, where payment is made in cash before the goods are sent. 2) Al Istisna, which is a form of payment that waits until the goods are sent. Just like business in general, online business in the sharia economy is also divided into halal and haram, legal or illegal. Prohibited online businesses are online gambling businesses, trading of prohibited goods such as drugs, pornographic videos, goods that infringe copyright, weapons and other objects that have no benefit. In essence, online business is a business based on muamalah. Online business is permitted (Ibahah) as long as the business does not contain prohibited elements. Online sales transactions where the goods are based only on the description provided by the seller are considered valid, however, if the description of the goods does not match then the buyer has the right of khiyar which allows the buyer to continue the purchase or cancel it.

**Development of Online Business in Indonesia** With the increasing number of internet users throughout the world, online business has become one of the things that has mushroomed recently. In Indonesia itself, there are many online businesses, both on a small and large scale. With the proliferation of online businesses that rely on trust between buyers and traders, the level of fraud in online businesses is increasing. In Indonesia itself, the existence of sharia online businesses (sharia-based businesses) can be said to be starting to develop. Now more and more people are aware of the importance of business that is clean, honest and in accordance with Islamic law.

The existence of this sharia online business is also inseparable from the role of sharia banking which is growing positively in Indonesia. The sharia economic system which is currently popular in society has made many people switch to online business which is in accordance with Islamic rules. So what is Islam's view of this business? Basically, this online business is the same as offline business as usual. The only difference between the two is the location or place where the business is run. In an offline business, there is a shop or fixed place that is used to sell goods or services, while an online business uses the internet as a place to sell as well as a promotional medium. Buyers and sellers do not meet each other face to face and transactions are carried out on the basis of trust.

### **3. Online Buying and Selling from Maqasid Syariah Perspective**

Based on the level of importance, sharia maqashid can be divided into dharurat, hajiyat, tahsiniyat and mukammilat. According to Al-Ghazali, Dharuriyyat is a variety of benefits that guarantee the maintenance of the five goals, namely maintaining religion, life, reason, wealth and lineage. Following are the 5 divisions of maqashid sharia dharuriyyat

a. Maintaining Religion

Islamic Sharia was basically revealed to maintain the existence of all religions, whether the religion is still valid, namely the religion brought by the Prophet Muhammad SAW, or previous religions. Several verses of the Koran that guarantee this include:

*Meaning: There is no compulsion in (adhering to) religion (Islam), in fact there is a clear (difference) between the right path and the wrong path. Whoever disbelieves in Tagut and believes in Allah, then indeed, he has held on (firmly) to a very strong rope that will not break. Allah is All-Hearing, All-Knowing. (QS. Al-Baqarah 256)*

*Meaning: (namely) people who have been expelled from their hometowns for no good reason, except because they said: "Our God is only Allah". And if Allah had not rejected (the violence of) some humans by others, Christian monasteries, churches, Jewish synagogues and mosques would have been destroyed, in which the name of Allah is often mentioned. Indeed, Allah will surely help those who help Him (religion). (QS. Al-Hajj 40).*

Maintaining religion in online buying and selling transactions is an approach where individuals or businesses carry out trade transactions via online platforms by upholding the principles and values of their religion. Selecting appropriate products and services can choose products or services that are in line with religious teachings. This involves ensuring that the product is halal and conforms to Islamic religious rules. Avoid products or services that conflict with religious values. Choosing the Right Platform Choose an online platform or marketplace that allows transactions according to religious principles. Make sure the platform complies with regulations or guidelines relevant to religious teachings. Clear Product Information Ensure that sellers provide clear and accurate information about the products or services they offer. This includes information about the ingredients used and the origins of the product. Business Ethics Maintain good business ethics in every aspect of transactions, such as being honest, not deceiving, and providing quality service. Also, avoid practices that violate religious values, such as fraud or price manipulation. Appropriate Payments Check whether the payment methods used comply with religious

financial principles. Avoid transactions that involve usury or forms of interest that are prohibited by religion.

Zakat Don't forget to pay zakat on income from online transactions, if it is a religious obligation. Privacy and Security Ensure that personal information is safe in online transactions. Avoid unnecessary sharing of personal information and ensure that data is protected. Education and Consultation Consult with a competent religious expert or scholar if you have questions or doubts about whether a particular transaction or practice is in accordance with religious teachings. Principled and committed to carrying out online transactions with integrity and awareness of religious values. Always consider religious values

before making a transaction. Awareness and Consideration Think long and carefully before making a transaction. Consider whether the transaction is consistent with religious values and beliefs. If you have any doubts, it is better to refuse the transaction. Maintaining religion in online buying and selling transactions is a way to maintain religious integrity in the ever-growing world of digital commerce. By following religious principles, you can run a business or shop online with confidence and integrity.

Online buying and selling transactions with good intentions will result in good results too. Maqasid sharia in online buying and selling transactions, religious principles have limitations that must be obeyed in online buying and selling transactions. Apart from the advantages obtained by sellers and buyers, the disadvantages are as follows: 1) The product cannot be tried. In buying and selling via the internet, the products offered are varied and diverse, and all of these products cannot be tried on. If the buyer is looking for clothes, especially clothes or something else, the buyer cannot try them on. Actually online retailers provide sizes. Buyers must give consideration to the sizes listed on the web-based store. Cannot contain fabric, fineness level and so on. 2) The standard of the goods is not appropriate. One of the disadvantages that buyers experience when buying and selling via the internet is that the goods are not the same as the original. On the web-based shop site what is displayed is a photo/picture of the goods being offered. The similarity of the photos/images that we see around the monitor cannot be one hundred percent exactly the same. Maybe it's only 75 ninety percent similar to the original item. It has been around the influence of lighting and monitoring computer buyers. 3) Shipping is expensive. Buying and selling via the internet occurs through electronic media that are far apart, of course we can't always pick up the products we buy straight away. Online shop owners still need delivery services, and what determines the delivery of products containing these goods is the delivery services of JNE, TIKI, Pos Indonesia, and so on.

b. Preserving Life

Islamic Sharia really values a person's life, not just the lives of followers of Islam, even the lives of infidels or evil people. The threat of the qishash law is a guarantee that no life is permitted.

*Meaning: "Therefore We decreed (a law) for the Children of Israel, that: whoever kills a human being, not because that person (killed) another person, or not because he caused mischief on the earth, it is as if he had killed a human being. all of them. And whoever preserves the life of one human being, it is as if he had preserved the life of all human beings. And indeed Our messengers came to them with (bringing) clear explanations, then many of them after that truly goes beyond the limit in doing damage on earth." (QS. Al-Maidah 32).*

Preserving lives in online buying and selling transactions is an approach that prioritizes individual safety and welfare in all aspects of online transactions. It includes various steps and principles to ensure that such transactions do not endanger a person's life or health. Personal Information Security Personal information shared during online transactions is secure. This involves using platforms or services that encrypt data, as well as not sharing unnecessary personal information with untrusted third parties. Identity Check Before making a transaction, it is important to verify the identity of the seller or buyer. This can be done through a seller's reputation review, account verification, or other methods that can help ensure that you are dealing with a legitimate party. Fraud and Financial Security Beware of online fraud, including fraud through buying and selling transactions. Avoid paying before receiving the promised goods or services, and use safe and reliable payment methods.

Product Quality Ensure that the product or service you purchase is safe to use. When possible, read reviews and do research on the product, especially if it concerns health and safety. Dangerous Product Monitoring If you sell products or services that could impact consumer health or safety, ensure they meet applicable safety and regulatory requirements. Respect for Consumer Rights Make sure you understand consumer rights in online transactions, including the right to return defective or unsuitable goods. Make sure that sellers respect these rights.

Data Privacy and Security Protect personal data and do not disclose sensitive information to untrusted parties. Make sure that the platform you use complies with privacy and data security regulations. Expert Consultation If you have questions about health or safety aspects in online transactions, consult with an expert who is competent in that field. They can provide relevant advice and guidance. Important Considerations Before entering into a transaction, consider

the risks and benefits associated with the product or service you are purchasing. Ensure that the transaction will not endanger health or safety. Commitment to Safety Consider life and safety as the top priority in every transaction. If there is any doubt about health or safety aspects, it is better to refuse the transaction. In online buying and selling transactions, maintaining safety and welfare is an important aspect. By being careful and wise in carrying out online transactions, these transactions can minimize risks to the lives and safety of other people.

c. Memelihara Akal

Islamic law really respects human reason, so it is forbidden for people to drink wine to avoid getting drunk because it keeps their minds sane.

*Meaning: They ask you about wine and gambling. Say: "In both there is great sin and some benefit for humans, but the sin of both is greater than the benefit." And they ask you what they earn. Say: "What is more than necessary". Thus Allah explains His verses to you so that you think, (QS. Al-Baqarah 219).*

Maintaining common sense when buying and selling online is key to making wise decisions and avoiding potential problems or fraud. Research products or services you're interested in, compare prices, and read reviews from previous customers. More information will help make better decisions. The Importance of Budget Determine an appropriate budget before shopping online. Remember that prices that seem cheap may end up being expensive if you don't limit your spending. Identity Verification Make sure you are dealing with a trustworthy seller or buyer. Check their identity and ensure that they are a legitimate party. Avoid transactions with suspicious or anonymous parties. Understand the Terms and Conditions Always read and understand the terms and conditions of transactions, including return policies, additional fees, and warranties. This will help avoid problems in the future. Transaction Security Make sure to use a secure payment method and avoid sharing financial or personal information with untrusted parties. Check that the website or platform you are using is secure and encrypted. Order Confirmation Before confirming the order, make sure you have checked the transaction details again. Make sure the quantity, type of product and price match what you want.

Avoid Hasty Actions Don't rush into making decisions. If you feel pressured or pushed to make a transaction immediately, you should be careful and consider your decision carefully. Be Careful of Offers That Are Too Good Offers that are too good to be true are often suspicious. Consider whether the offer is reasonable and in line with market prices. Expert Consultation If you have questions or doubts about a transaction, do not hesitate to consult a financial or legal expert. They can provide valuable food. Avoid Publication of Personal

Information Avoid providing unnecessary personal information when making online transactions. Don't share information such as ID numbers, bank account numbers, or passwords with people you don't trust. Report Fraud If you feel you have become a victim of fraud or suspicious activity, report it to the authorities or the platform where the transaction was made. Maintaining common sense when shopping online is key to avoiding potential fraud or problems in transactions. By being careful, you can enjoy a safer and more profitable online buying and selling experience.

- d. Maintaining Nasab Islamic Sharia protects religious affairs by prohibiting adultery, where the perpetrator is threatened with whipping and stoning.

*This means that women and men who commit adultery must bind each of them 100 times. And let not mercy on them prevent you from practicing the religion of Allah, if you believe in Allah and the Last Day. And let the execution of their punishment be witnessed by a group of believers. (QS. An-Nuur 2).*

Maintaining lineages (descendants) in online buying and selling transactions refers to the practice of maintaining business relationships with integrity and honesty and upholding moral and ethical principles in all aspects of online business. Honest and Transparent Always be honest and transparent in all online communications and transactions. Provide accurate information about the products or services offered or purchased. Quality of Products and Services Make sure the product or service offered or purchased has quality that matches the description and price promised. This will build a good reputation. Compliance with Rules and Regulations Ensure compliance with all applicable rules and regulations in online business. This includes taxes, consumer protection, and other relevant regulations. Consumer Protection Respect consumer rights in transactions. This includes a return and warranty policy that complies with applicable regulations.

- e. Maintaining Assets

Islamic law really values a person's property, so threatening anyone who steals property will be punished by having their hands cut off.

*This means that the man who steals and the woman who steals, have their hands cut off (as) retribution for what they have done and as a punishment from Allah. And Allah is All-Mighty, All-Wise. (Qs. Al-Maidah 38).*

Hajiyat, namely secondary benefits, which are needed by humans to make life easier and eliminate difficulties and hardships. If he is not there, there will be difficulties and hardships whose implications will not damage life. This need

applies in the fields of worship, customs and muamalah. For example, when buying and selling in the field of muamalat is prescribed in order to perfect the law, it is also required to look for witnesses. Another example is that qiradh (going into debt) is also prescribed and to complete this it is also prescribed to record whether it is from the debtor or what is given to be indebted. Tahsiniyat, namely benefits which are muru'ah (moral) demands, and are intended for goodness and glory. Maintaining assets in online buying and selling is important to maintain finances and avoid unwanted financial risks. Create a Budget Set a clear budget before shopping online. Know the maximum amount you can spend without disrupting your finances. Hajiyat, namely secondary benefits, which are needed by humans to make life easier and eliminate difficulties and hardships. If he is not there, there will be difficulties and hardships whose implications will not damage life. This need applies in the fields of worship, customs and muamalah. For example, when buying and selling in the field of muamalat is prescribed in order to perfect the law, it is also required to look for witnesses. Another example is that qiradh (going into debt) is also prescribed and to complete this it is also prescribed to record whether it is from the debtor or what is given to be indebted. Tahsiniyat, namely benefits which are muru'ah (moral) demands, and are intended for goodness and glory.

Maintaining assets in online buying and selling is important to maintain finances and avoid unwanted financial risks. Create a Budget Set a clear budget before shopping online. Know the maximum amount you can spend without disrupting your finances. Price Comparison Compare prices of products or services from several different sellers or platforms. Don't rush into making a purchasing decision. Better deals may be available elsewhere. Read the Terms and Conditions Always read and understand the terms and conditions of the transaction, including return policies, additional fees, and warranties. This helps avoid unexpected surprises. *orm berbeda. Jangan terburu-buru dalam membuat keputusan pembelian. Penawaran yang lebih baik mungkin tersedia di tempat lain. Baca Syarat dan Ketentuan Selalu baca dan pahami syarat dan ketentuan transaksi, termasuk kebijakan pengembalian, biaya tambahan, dan garansi. Ini membantu menghindari kejutan tak terduga.*

## **CONCLUSION**

Buying and selling online from the perspective of maqasid sharia is maintaining religion, choosing halal online buying and selling products, preserving life, product quality, ensuring that the product or service you buy is safe to use, maintaining common sense, prioritizing the nature of not being in a hurry, maintaining lineage and maintaining property carefully. in transactions. The results of this research are 1) maintaining religion, in online buying and selling transactions you must have good intentions and the goods being sold match the picture and what

was sent. 2) Maintain Product Quality Ensure that the product or service you purchase is safe to use. When possible, read reviews and do research on the product, especially if it concerns health and safety. Dangerous Product Monitoring If you sell products or services that could impact consumer health or safety, ensure they meet applicable safety and regulatory requirements. Respect for Consumer Rights Make sure you understand consumer rights in online transactions, including the right to return defective or unsuitable goods. Make sure that sellers respect these rights. 3) maintain common sense, avoid rash actions, don't rush to make decisions. If you feel pressured or pushed to make a transaction immediately, you should be careful and consider your decision carefully. 4) maintaining lineage Maintaining lineage (descendants) in online buying and selling transactions refers to the practice of maintaining business relationships with integrity and honesty as well as upholding moral and ethical principles in all aspects of online business. 5) maintain honest assets towards oneself and the goods being sold.

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