

***Analysis Sales and Purchase Transaction of Mystery Box Shopee E-Commerce in a  
Review of Islamic Business Ethics***

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***Abstract***

*Mystery box transactions are mostly carried out in e-commerce where the item sales system does not mention the criteria for the item so that the buyer will not know what to get. On the other hand, in Islam, all transactions are very concerned so that they must be in accordance with sharia principles, the value of Islamic business ethics is inseparable in a business and is a unified whole that needs to be considered in the current competitive business competition to get the benefit of both parties. This study aims to determine the application of Islamic business ethics in mystery box online buying and selling transactions. The research method used is descriptive qualitative with a phenomenological research approach on Shopee e-commerce. Semi structured interviews, observation, and documentation are some of the methods used to collect data. The results of this study indicate that mystery box sellers have not conducted business in accordance with Islamic business ethics because the fundamental principle of unity has been violated. Islamic business ethics must be used in accordance with a number of criteria, including unity, truth, accountability, honesty, and free will.*

***Keywords:*** *e-commerce, islamic business ethics, mystery box, purchase, sale*

# **Analisis Transaksi Jual Beli *Mystery Box* di *E-Commerce* Shopee dalam Tinjauan Etika Bisnis Islam**

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## **Abstrak**

Transaksi *mystery box* banyak dilakukan di *e-commerce* dimana sistem penjualan barang ini tidak menyebutkan kriteria barang tersebut sehingga pembeli tidak akan mengetahui apa yang akan didapat. Pada sisi lain dalam Islam segala transaksi sangat diperhatikan sehingga harus sesuai dengan prinsip-prinsip syariah, tidak terlepas pula nilai etika bisnis Islam dalam suatu bisnis dan merupakan satu kesatuan utuh yang perlu diperhatikan pada kompetitifnya persaingan bisnis saat ini untuk mendapatkan masalah kedua belah pihak. Penelitian ini bertujuan untuk mengetahui mekanisme jual beli *mystery box* dalam tinjauan etika bisnis Islam di *e-commerce* shopee. Metode penelitian yang dipakai yaitu kualitatif deskriptif dengan pendekatan penelitian fenomenologi. Teknik pengumpulan data yang digunakan yaitu wawancara semi terstruktur, observasi, dan dokumentasi. Hasil penelitian ini menunjukkan penjual *mystery box* belum melakukan bisnis yang sesuai etika bisnis Islam karena prinsip fundamental tauhid telah dilanggar. Penerapan etika bisnis Islam harus mengacu pada beberapa indikator yakni tauhid, kebenaran, tanggungjawab, kejujuran, dan juga kehendak bebas.

**Kata Kunci:** *e-commerce*, etika bisnis Islam, jual beli, kotak misteri