

ISLAMIC COMMUNICATION AND INFORMATION PRINCIPLES IN DIGITAL PLATFORMS: THE CASE OF ONLINE BUYING AND SELLING ON TOKOPEDIA

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Abstract

This research examines the principles of Islamic communication and information in digital platforms in the case of online buying and selling on Tokopedia. The urgency of this research is rooted in the importance of adaptation of Micro, Small and Medium Enterprises (UMKM) actors to digital changes, especially in the COVID-19 pandemic situation. This research uses a qualitative method involving active users of Tokopedia e-commerce from various regions in Indonesia. The results show that principles such as honesty, accuracy of information, free responsibility, fairness, and constructive criticism are implemented in buying and selling transactions on Tokopedia, although there are still challenges in their consistency.

Keywords: Principles, Islamic Communication, Information, Tokopedia.

Abstrak

Penelitian ini mengkaji prinsip komunikasi Islam dan informasi dalam platform digital terhadap kasus jual-beli online di Tokopedia. Urgensi penelitian ini berakar pada pentingnya adaptasi pelaku Usaha Mikro, Kecil, dan Menengah (UMKM) terhadap perubahan digital, terutama dalam situasi pandemi COVID-19. Penelitian ini menggunakan metode kualitatif yang melibatkan pengguna aktif e-commerce Tokopedia dari berbagai daerah di Indonesia. Hasil penelitian menunjukkan bahwa prinsip-prinsip seperti kejujuran, keakuratan informasi, tanggung jawab bebas, adil, dan kritik konstruktif diimplementasikan dalam transaksi jual-beli di Tokopedia, meskipun masih terdapat tantangan dalam konsistensinya.

Kata Kunci: Prinsip, Komunikasi Islam, Informasi, Tokopedia.



Lisensi

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A. INTRODUCTION

Technological advances have brought us many life changes. The former hunting society turned into an agricultural society, then changed again into an industrial society, and now into an information society. We feel various conveniences in all activities, as well as using the internet in everyday life. We can access information easily and practically just by using a gadget.

This change and convenience is not only in terms of information but also extends to the business world. The impact of the influence of the development and progress of current information technology has made consumers change their behavior, mindset, and lifestyle in terms of online transactions via the internet.¹ The business world is so dynamic that UMKMs (Micro, Small, and Medium Enterprises) must keep up with the times, so as not to be left behind and continue to exist. Moreover, because of the COVID-19 pandemic that hit, many restrictions resulted in changes in interaction patterns in society. According to data from the Indonesian UMKM Association (Akumindo), 47% of UMKMs, or around 30 million UMKMs in Indonesia experienced bankruptcy within one year of the pandemic. On average, UMKMs can only survive for 2 to 3 months since the start of the pandemic.² This is one of the triggers for UMKM players to accelerate digital transformation.³

Digital transformation is a change in the way work is handled by using information technology to gain efficiency and effectiveness.⁴ Different from digitization and digitalization, digital transformation places greater emphasis on

¹ Angga Putri Ekanova et al., "The Impact of Hedonic Buying Motivation, Shopping Way of Life, Positive Emotion, and Variety of Selection on Impulse Searching for in Tokopedia Online Shop," *Ilomata International Journal of Social Science* 3, no. 1 (2022): 369–78, <https://doi.org/10.52728/ijss.v3i1.408>.

² Iklima Farhani and Harmon Chaniago, "Faktor Penentu Transformasi Digital UMKM: Bukti Dari Indonesia," *Prosiding Industrial Research Workshop ...*, 2021, 4–5, <https://jurnal.polban.ac.id/ojs-3.1.2/proceeding/article/view/2845/2224>.

³ Ni Made Widnyani, Ni Luh Putu Surya Astitiani, and Berty Christina Lidyanita Putri, "Penerapan Transformasi Digital Pada Ukm Selama Pandemi Covid-19 Di Kota Denpasar," *Jurnal Ilmiah Manajemen Dan Bisnis* 6, no. 1 (2021): 79–87, <https://doi.org/10.38043/jimb.v6i1.3093>.

⁴ Muhamad Danuri, "Development and Transformation of Digital Technology," *Infokam XV*, no. II (2019): 116–23.

the results of digitization and digitalization. This transformation process combines conventional business processes with digital business.⁵ Even though there are UMKMs that have not been able to transform, 15% of UMKMs have succeeded in transforming and surviving during the pandemic, and some have even gained multiple turnover profits from online sales.⁶

The importance of digital transformation is to serve consumer demands more effectively and efficiently. Apart from that, there are also obstacles to the many needs of UMKMs in making sales, starting from marketing products, safe payments, and finding delivery services, to pre-sales and after-sales services. From here, various marketplaces and e-commerce emerged to accommodate all the needs of buyers and sellers in carrying out buying and selling transactions. Online shopping sites have now become a popular place for many people to conduct buying and selling transactions.⁷

One of the marketplaces in Indonesia created by Indonesians is Tokopedia. This marketplace has been around for a long time among other marketplaces, 13 years ago to be precise. Tokopedia is an online marketplace that allows individuals and business owners in Indonesia to open and manage their online stores easily and free of charge, while providing a safe and convenient online shopping experience.⁸ Tokopedia presents many features that help sellers and buyers in carrying out buying and selling transactions. Tokopedia is committed to connecting various buyers and sellers from various regions in Indonesia, which is a vast archipelagic country with the goal of economic equality throughout Indonesia. To realize this, Tokopedia continues to carry out technological updates and various innovations, as well as collaborating with various partners.

⁵ Sasana Digital, "Transformasi Digital: Pengertian Lengkap Untuk Solusi Bisnis," [sasanadigital.com](https://sasanadigital.com/digital-transformation/), 2022, <https://sasanadigital.com/digital-transformation/>.

⁶ Farhani and Chaniago, "Faktor Penentu Transformasi Digital UMKM: Bukti Dari Indonesia."

⁷ F. Filieri, R., & McLeay, "E-WOM and Accommodation: An Analysis of the Factors That Influence Travelers' Adoption of Information from Online Reviews," *Journal of Travel Research* 55, no. 1 (2016): 22–35.

⁸ Ardi Hizban, "Tokopedia's Strategy in Improving the Quality of Human Resources to Increase Business Productivity and Profits," *SSRN Electronic Journal*, 2021, <https://doi.org/10.2139/ssrn.3827519>.

However, in its development, undesirable bad things often happen, such as the rise in cases of online fraud. According to a report on the site cekrekening.id which is managed by the Ministry of Communication and Information of the Republic of Indonesia, online fraud that occurred in e-commerce and online sales on social media was recorded at 115,756 cases in September 2021. This figure has decreased compared to the previous year when 167,675 reports were recorded. online fraud cases.⁹ Another report from Indonesian Customs and Excise in May 2022 stated that there were 393 cases of fraud using online shop mode out of 714 complaint reports.¹⁰ Apart from that, consumers sometimes also complain of dissatisfaction which results in disputes regarding online buying and selling or losses from one of the parties. Online disputes that occur can be caused by inappropriate product quality, different goods, little information provided, and fraud.¹¹ The importance of conveying correct and appropriate information needs to be a concern for sellers and vigilance for buyers. So that misunderstandings and problems that may occur in the future can be avoided and resolved. Therefore, the ease of transactions obtained through the internet media must be accompanied by strong protection for consumers, considering that the goods traded cannot be seen or held directly.¹²

The application of financial technology in Islamic finance is not only about technological advancement, but also about alignment with ethical principles and Sharia law. This alignment ensures that the application of financial technology in Islamic finance is not only innovative, but also in accordance with the basic

⁹ CNN Indonesia, "Kominfo Catat Kasus Penipuan Online Terbanyak: Jualan Online," *CNN Indonesia*, 2021, 1-12, <https://www.cnnindonesia.com/teknologi/20211015085350-185-708099/kominfo-catat-kasus-penipuan-online-terbanyak-jualan-online>.

¹⁰ Rahmi Yati, "Waspada! Ini Modus Penipuan Online Yang Sering Terjadi," *Bisnis.com*, 2022, <https://teknologi.bisnis.com/read/20220827/84/1571239/waspada-ini-modus-penipuan-belanja-online-yang-sering-terjadi>.

¹¹ Joshua Purba, Rohaini, and Dewi Septiana, "Penyelesaian Sengketa Online Marketplace Antara Penjual Dan Pembeli Melalui Online Dispute Resolution," *Jurnal Pactum* 2, no. 1 (2018): 538-49, <http://repository.lppm.unila.ac.id/13073/>.

¹² Niniek Mumpuni Sri Rejeki, "Overview of the Concept of Khiyar Al Aib in E-Commerce Practice," *Jhss (Journal of Humanities and Social Studies)* 6, no. 2 (2022): 218-25, <https://doi.org/10.33751/jhss.v6i2.5670>.

principles of Islam on transparency, risk sharing, and fairness.¹³ Islam as the religion of *rahmatan lil alamin* has taught concepts in communicating and interacting with fellow humans, including in terms of communication and information. According to the thematic interpretation book of the Ministry of Religion of the Republic of Indonesia, there are 5 principles of Islamic communication and information, namely honesty (*fairness*), accuracy of information (*accuracy*), freedom of responsibility, fairness and impartiality, and constructive criticism.¹⁴ Based on this concept and the discussions above, researchers are interested in researching "*The Existence of Islamic Communication and Information Principles in Digital Transformation in Online Buying and Selling on Tokopedia.*"

Researchers have carried out searches related to the theme of this research, in the form of journals, theses, books, and other scientific articles, to ensure that no previous researchers have raised the same title and to enrich the literature review in this research. From the search results, researchers found several previous studies as follows.

First, a scientific article with the title "*Principles of Communication and Information in the Thematic Interpretation Perspective of the Ministry of Religion of the Republic of Indonesia* ." The results presented in this article are that there are principles of communication and information in Islam that must be applied in daily communication interactions and also in using the media, namely honesty, the accuracy of the information, freedom of responsibility, fairness and impartiality, and constructive criticism¹⁵ From this, we can see that what this research has in common is that they both raise the principles of communication and information. Meanwhile, the difference between the research that

¹³ R. Hasan, M. K. Hassan, and S. Aliyu, "Fintech and Islamic Finance: Literature Review and Research Agenda," *International Journal of Islamic Economics and Finance (IJIEF)* 3, no. 1 (2020): 75–94, <https://doi.org/https://doi.org/10.3390/fintech1020016>.

¹⁴ Kementerian Agama RI, *Komunikasi Dan Informasi (Tafsir Al-Qur'an Tematik)* (Jakarta: Lajnah Pentashihan Mushaf Al-Qur'an, 2011).

¹⁵ Robiatul Adawiyah, Sri Ayu Rayhaniah, and A Rivai Beta, "Prinsip-Prinsip Komunikasi Dan Informasi Dalam Perspektif Tafsir Tematik Kementerian Agama Republik Indonesia," *Prosiding Webinar Antarabangsa Tafsir Dan Hadis Nusantara 2.0*, 2022, 214–23.

researchers will carry out is in terms of research methodology and the focus that will be worked on. This research is conceptual (*library research*), while researchers will conduct field research with a focus and location on online buying and selling on Tokopedia.

Second, a 2021 scientific article with the title " *Implementation of The Principles of Islamic Communication In The Digital Era.*" The results of this research are that the informants have tried to apply the principles of Islamic Communication, but have not been able to implement them optimally, due to various obstacles both internal and external to the informants. Therefore, apart from knowledge in the form of Islamic communication concepts being taught, it is also necessary to get used to it in the form of in-depth, serious, and continuous training. So that the principles of Islamic Communication are embedded and become one's character.¹⁶ This research both examines Islamic communication and the digital era, but has different theories and research focus.

Third, a 2011 scientific article by Dewi Arianti and Hawari Muhammad, titled " *Ethics of Online Business Communication in the New Normal Era from a Business Law Perspective.*" The results of the research they put forward are good and ideal business communication ethics by applying the principles of *qaulan sadidan*, *qaulan balighan*, *qaulan ma'rufan*, *qaulan maysuran*, *qaulan layyina*, and *qaulan kariman*.¹⁷ What the research has in common is that they both discuss communication in online business from an Islamic perspective. Meanwhile, the difference between the research that researchers will carry out is in terms of the theory used and the type of research. This research is conceptual research or *library research*, while the research that will be carried out by researchers is field research.

¹⁶ Muhammad Tahir and Sri Ayu Rayhaniah, "Implementation of The Principles of Islamic Communication In The Digital Era," *Borneo International Journal of Islamic Studies (BIJIS)* 4, no. 1 (2021): 115–26, <https://doi.org/https://doi.org/10.21093/bijis.v4i1.4477>.

¹⁷ Dewi Arianti and Hawari Muhammad, "ETIKA KOMUNIKASI BISNIS ONLINE DI ERA NEW NORMAL PERSPEKTIF HUKUM BISNIS ISLAM Dewi Arianti, Hawari Muhammad," *As-Salam*, 2021, 47–64.

Fourth, a 2022 scientific article by Meyla Tazqiya Rakhma with the title "*Business Communication Ethics in an Islamic Perspective*." The results of this research are that in doing business you must practice Islamic principles, namely unity, balance, free will, responsibility, and good deeds. Apart from that, we must also prioritize the principles of Islamic communication, namely *qaulan ma'rufa*, *qaulan syadida*, *qaulan baligha*, *qaulan karima*, *qaulan maysura*, and *qaulan layyina*. If all these aspects are paid attention to, then the business can run well and according to the rules of Allah SWT.¹⁸ What the research has in common is that they both discuss communication and business from an Islamic perspective. Meanwhile, the difference is in terms of the theory used and the type of research. This research uses literature review or *library research*, while researchers will conduct field research, namely testing the existence of theories in the field.

Fifth, a 2021 scientific article by Nita Andriani with the title "*Business Communication Ethics from an Islamic Perspective*." The results of this research are guidelines for communication ethics in Islam, namely honesty, accuracy of information, freedom and responsibility, constructive criticism, fairness and impartiality, not liking to speak ill of things, and not being prejudiced. When this is implemented in business, it can be said to be following moral values.¹⁹ What the research has in common is that they both discuss communication and business from an Islamic perspective, but the research that researchers will carry out focuses more on their existence in digital transformation with location and focus on the Tokopedia marketplace.

Sixth, a 2019 scientific article by Kristianto Dwi Estijayandono with the title "*Online Buying and Selling Business Ethics from an Islamic Perspective*." The results of this research show that online buying and selling business ethics on Tokopedia follow Islamic business ethics. This research provides input into efforts to

¹⁸ Meyla Tazqiya Rakhma, "ETIKA KOMUNIKASI BISNIS DALAM PERSPEKTIF ISLAM," *ORASI: Jurnal Dakwah Dan Komunikasi* 13, no. 1 (2022): 20–32.

¹⁹ Nita Andriani, "Etika Bisnis Dalam Perspektif Islam," *Al-Hikmah* 19, no. 1 (2021): 13–26, <https://doi.org/10.36835/iqtishodiyah.v4i1.74>.

improve online business ethics.²⁰ What this research has in common is that they both discuss online business on Tokopedia from an Islamic perspective, but the difference is in terms of theory, where the researcher uses the theory of Islamic communication and information principles, and the researcher places more emphasis on digital transformation.

B. RESEARCH METHOD

This research is descriptive qualitative research with a case study approach. According to Bagdan & Taylor, this research is a procedure that produces descriptive data in the form of written or spoken words from informants and observable behavior. Qualitative research methods are used to examine the natural state of an object where the researcher's role is significant. The case study approach aims to reveal the distinctiveness or uniqueness of the characteristics of the case under study.

This research uses a qualitative descriptive research approach. This research aims to describe the existence of Islamic communication and information principles in the digital transformation of online buying and selling on Tokopedia. So this research will be described in verbal form according to Information from informants, by the research questions, which are then analyzed, reduced, presented, and concluded.²¹

Researchers use the Poplite application, where the application allows researchers to collect data online from respondents spread across Indonesia. Researchers set criteria in the form of an age range of 17-50 years, Tokopedia e-commerce users, and active online shopping at Tokopedia within 3 months.

Next, the data was analyzed using the Miles model data analysis technique and Huberman which consists of three stages, namely *data reduction*, *data display*, and *conclusion drawing/verification*²²:

²⁰ Kristianto Dwi Estijayandono and dkk, "Etika Bisnis Jual Beli Online Dalam Perspektif Islam," *Jurnal Hukum Ekonomi Syariah* 3, no. 1 (2019): 53–68.

²¹ Lexy J. Moleong, *Metode Penelitian Kualitatif* (Bandung: Remaja Rosdakarya, 2019).

²² Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D* (Bandung: Alfabeta, 2021).

a. Data reduction

Data reduction is carried out to filter relevant information from data obtained through interviews, observations, and document analysis. Various initial data, such as Tokopedia user responses, seller communication patterns, and digital platform features, are reduced to identify elements that reflect Islamic communication and information principles, such as honesty, transparency, and ethics in transactions.

The data reduction process involves initial coding to group data based on main themes, such as Islamic digital marketing practices, fair transaction mechanisms, and compliance with sharia values. Irrelevant information, such as user opinions that are not related to Islamic principles or technical data that does not support the focus of the study, is eliminated. The remaining data is arranged in categories that reflect the application of Islamic communication principles in a digital context.

The results of this data reduction allow researchers to focus on significant patterns, such as how honesty is demonstrated through customer reviews or how transparency is practiced through product descriptions. This process helps clarify the relationship between Islamic principles and digital transformation practices at Tokopedia, thus supporting a more focused analysis that is in line with the objectives of the study.

b. Data Presentation

After passing the reduction phase, the next step is data presentation or data display. The data display referred to by researchers is a process of describing a collection of information about the implementation of Islamic communication and information principles in digital transformation in online buying and selling on Tokopedia which is arranged systematically and clearly to make it easier for researchers to analyze research results. The role of the researcher is to present the data in field notes in the form of narrative text to make it easier to understand and master the information or data found in the research results.

c. Withdrawal Conclusion And Verification

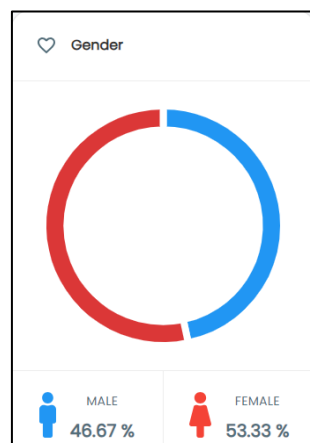
The final process, namely concluding and verifying, is an interpretive activity, which means finding the meaning or explanation of the data obtained and processed. Concluding the data is temporary because data verification can change after new evidence is found that supports the research. The process of concluding is based on a

combination of the latest, most current, systematically arranged information. Through this information, the researcher finds several things related to what he is researching so that he can conclude about the entire problem.

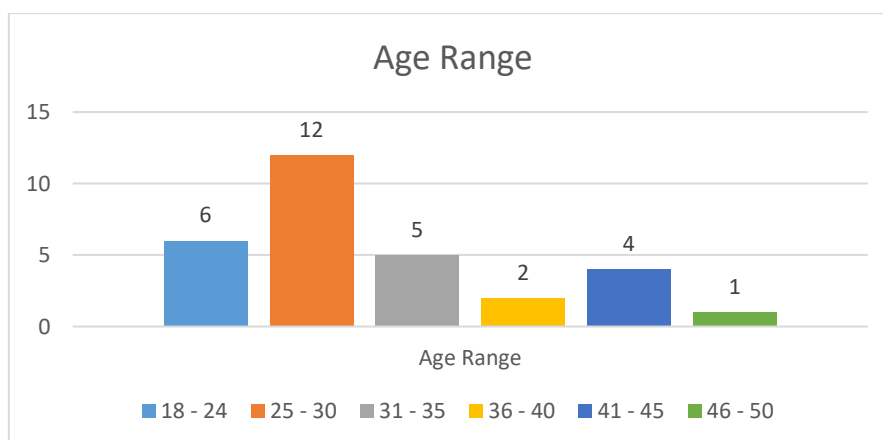
C. RESULTS AND DISCUSSION

Demographics of Respondents

Researchers conducted research using the Poplite application, where the application allows researchers to collect data online from respondents spread across Indonesia. Researchers set criteria in the form of an age range of 17-50 years, Tokopedia e-commerce users, and active online shopping at Tokopedia within 3 months. After the survey was conducted, the researchers got 30 respondents consisting of 16 women and 14 men with the percentages as shown in the following graph:

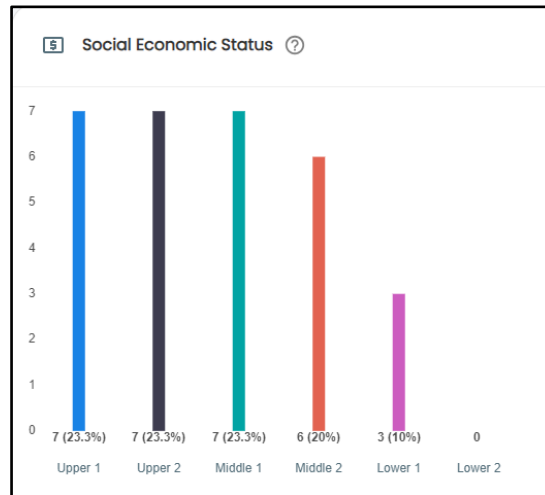


Graph 1: Gender respondents



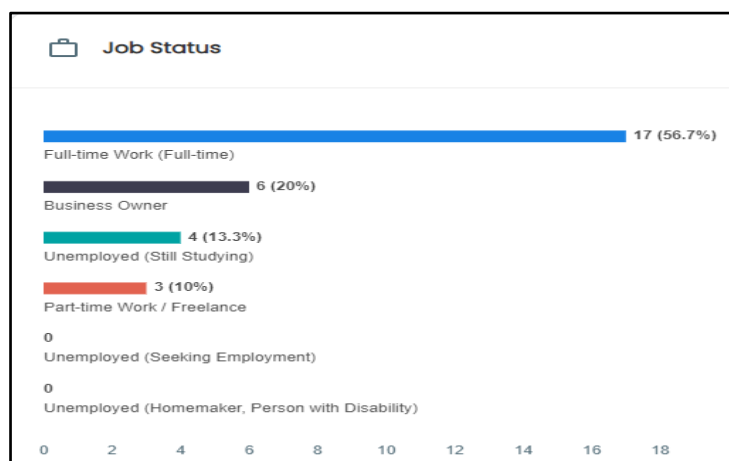
Graph 2: Age range respondents

From the picture above it can be seen that there are 6 people in the age range of 18-24 respondents, 12 people aged 25 - 30, 5 people aged 31 - 35, 2 people aged 36 - 40, 4 people aged 41 - 45, and aged 46 – 50 there is 1 person. The social economic status of the respondents who filled out the survey can be explained in the graph below:



Graph 3: Social Economic Status

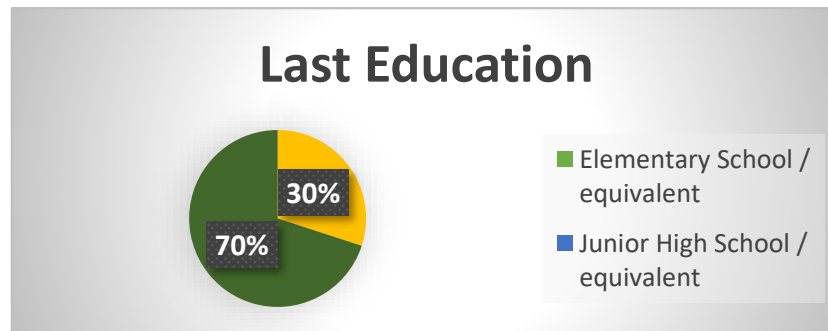
From the picture above, we can see that there are 7 respondents at the Upper 1 level, 7 people at the Upper 2 level, 7 people at the Middle 1 level, 6 people at the Middle 2 level, and 3 people at the Lower 1 level. The job status can be seen in the following graph:



Graph 4: The job status

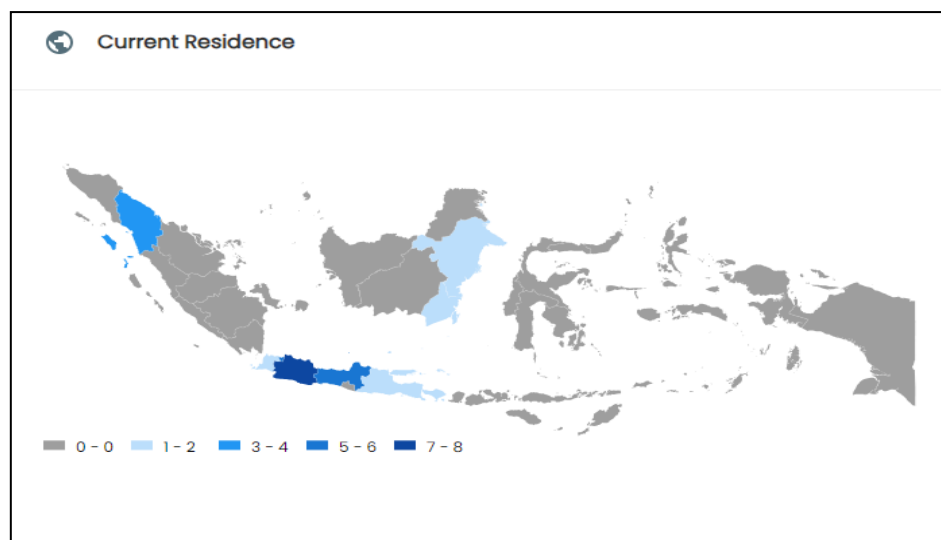
From the picture above we can see that of the 30 respondents, 17 people are full-time workers, 6 people are business owners, 4 people are still students,

and 3 people are freelancers. The last education can be seen in the following graph:



Graph 5: The last education respondents

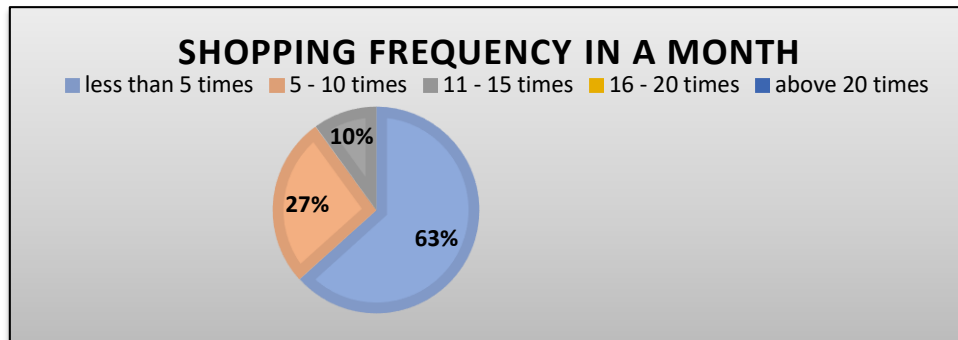
From the picture above we can see that 30% of respondents had a high school/equivalent education, namely 9 people. Meanwhile, 70% had a Diploma or Bachelor's Degree education, namely 21 people. The domicile of the respondent can be seen in the following graph:



Graph 6: The domicile of respondents

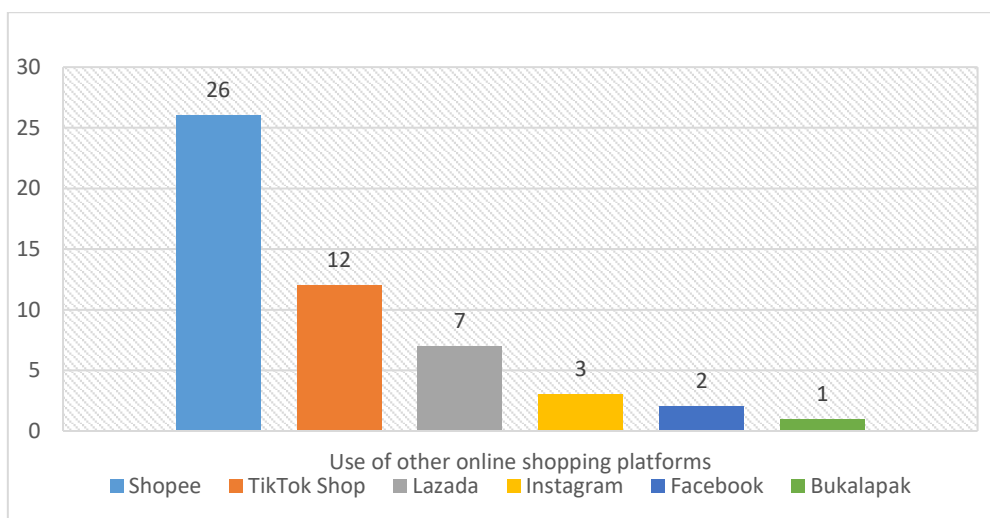
From the picture above we can see that of the 30 respondents came from different places in Indonesia, namely 8 people from West Java (with details of 3 from Bandung, 2 from Bekasi, 1 from Garut, 1 from Cirebon, and 1 Bogor), 6 people from Central Java (with details of 3 from Semarang, 1 from Wonogiri, 1 from Batang, and 1 from Tegal), 5 from DKI Jakarta (with details of 4 from South Jakarta and 1 from Central Jakarta), 3 people from North Sumatra (with details

of 2 from Medan and 1 from Karo), 2 people from Banten (with details of 1 from Tangerang and 1 from South Tangerang), 1 person from South Kalimantan (Banjarmasin), 1 person from West Nusa Tenggara (East Lombok), 1 people from Bali (Denpasar), 1 person from DI Yogyakarta (Yogyakarta), 1 person from East Java (Surabaya), and 1 person from East Kalimantan (Bontang). The frequency of shopping in a month can be seen in the following picture:



Graph 7: The frequency of Shopping in a month

From the picture above we can see that 63% of respondents shop less than 5 times a month, namely 19 people. 27% of respondents shop 5 to 10 times a month, that is, 8 people. And 10% of respondents shop 11 to 15 times a month, namely 3 people. The estimated average monthly online shopping expenditure is around IDR 1,197,222. The following is data regarding online shopping platforms that are usually used by respondents other than Tokopedia:



Graph 8: Online shopping platforms

From the picture above we can see that apart from Tokopedia, 26 people use Shopee to shop online, 12 people use TikTok Shope, 7 people use Lazada, 3 people use Instagram, 2 people use Facebook, and 1 person uses Bukalapak. This data shows that Shopee is the most popular platform among respondents.

Discussion

The digital transformation of online buying and selling, especially on platforms such as Tokopedia, can be analyzed through the prism of Islamic communication and information principles. These principles include honesty, accuracy of information, freedom but must be responsible, fairness and impartiality, and constructive criticism. The following is an analysis of the existence of these principles in the context of online buying and selling on Tokopedia:

a. Principle of Honesty

Honesty in communication and information requires that all information conveyed is correct and not misleading.

Product Description: Several respondents reported that product descriptions on Tokopedia were sometimes inaccurate or did not match the product they received. Descriptions that are too general or do not provide sufficient detail can mislead consumers. This shows that the principle of honesty still needs to be improved. Honesty in product descriptions is essential to building trust between sellers and buyers. Inaccuracies in descriptions can be caused by the seller's lack of understanding of the product or the intention to present the product better than it is. An accurate description includes information such as material, size, color, function, and specific features of the product.

Product images: Product images displayed do not always reflect the actual product. Some users felt the product images were misleading or overly edited. Apart from that, the use of stock images or images from the internet instead of original images of the product. Honest and accurate product images help buyers make better decisions and reduce the possibility of returns or

complaints. Apart from that, sellers who use original images and do not edit excessively tend to gain more trust from buyers.

Product Reviews: Reviews from users are usually honest and provide a true picture of the product. This shows that the platform makes room for honesty through consumer reviews.

The principle of honesty in digital transformation in online buying and selling on Tokopedia is very important to build customer trust and satisfaction. Although there are some obstacles, by implementing the right solutions, Tokopedia can improve honesty in product descriptions, images, reviews, and return policies. This will strengthen the platform's reputation as a safe and trustworthy place to shop online.

b. Principles of Information Accuracy

This principle requires that the information conveyed is accurate and precise, without causing confusion or misunderstanding.

Product Photos and Descriptions: Inaccuracies in product images and descriptions that do not match the real product are problems that users often report. The accuracy of the information in product descriptions is critical to helping buyers make informed decisions. An accurate description includes all the important details about the product that are relevant to the buyer's needs. Sellers who provide precise and complete product descriptions tend to gain more trust from buyers, which contributes to a positive reputation on the platform.

Reviews and Ratings: Users often confirm the accuracy of information through product reviews and ratings. Accurate reviews and ratings provide a true picture of the user's experience with the product. This helps potential buyers make better decisions. Platforms need to ensure that the reviews provided are genuine and relevant. Review moderation and the use of technology to detect fake reviews can help improve the accuracy of information.

Return and Complaint Process: Accuracy of information also includes information about the return policy and complaint process. Clear and transparent information about how to return a product or submit a complaint is

very important to maintain customer trust. Platforms that provide accurate and easy-to-understand information regarding returns and complaints policies will increase customer satisfaction and build a positive reputation. However, according to several respondents, the return process is very complicated and takes a long time. Sometimes sellers are not cooperative.

The principle of information accuracy in the digital transformation of online buying and selling on Tokopedia is the key to ensuring customer satisfaction and building trust. Even though there are several obstacles, by implementing the right solutions, Tokopedia can increase the accuracy of the information conveyed to buyers. This will strengthen the platform's reputation as a trustworthy place to shop online and increase customer satisfaction and loyalty.

c. Principle of Freedom and Responsibility

The principle of freedom of responsibility in Islamic communication and information refers to freedom in conveying information, but still with responsibility for the impact of that information. In the context of online buying and selling on Tokopedia, this principle is important to maintain a balance between freedom of expression and social responsibility.

Discussion Feature: Users are free to ask questions about the product and get answers from the seller. However, there are reports of slow and unsatisfactory responses, indicating that responsibility in providing information still needs to be improved.

Product Reviews: Users are free to provide honest reviews about the products they purchase, demonstrating freedom of responsibility. The principle of freedom of responsibility in the digital transformation of online buying and selling on Tokopedia is the key to maintaining a balance between freedom of expression and social responsibility. Even though there are several obstacles, by implementing the right solutions, Tokopedia can increase freedom in conveying information while remaining responsible. This will strengthen customer trust

and satisfaction, as well as ensure that Islamic communication and information principles are well implemented on their e-commerce platforms.

d. Fair and Impartial Principles

The principles of fairness and impartiality in Islamic communication and information require that every information and action taken is balanced, non-discriminatory, and provides equal treatment to all parties. In the context of online buying and selling on Tokopedia, this principle is very important to ensure the trust and satisfaction of all users, both buyers and sellers.

Complaint Mechanism: Some users feel that Tokopedia is fair enough in handling complaints, although some complain about slow responses. Difficulty accessing complaints can create the impression of injustice.

Review Feature: The review feature provides an opportunity for all buyers to share their opinions, both positive and negative.

Platform Policies: There is a feeling that some large or verified sellers get better treatment than small or new sellers. Tokopedia must ensure that all sellers, both large and small, receive the same treatment in terms of support, promotions, and handling of complaints. Platform policies must be transparent and applied evenly without taking sides.

Information Transparency: A lack of transparency in policies and procedures can create the appearance of unfairness. Incomplete or unclear information makes users feel confused and disadvantaged. Sellers feel they don't get enough information regarding policy changes or new rules.

The principle of fairness and impartiality in the digital transformation of online buying and selling on Tokopedia is very important to ensure the trust and satisfaction of all users. Although there are some obstacles, by implementing the right solutions, Tokopedia can improve fairness and reduce bias in its platform. This will strengthen Tokopedia's reputation as an e-commerce platform that is trustworthy and fair for all users, both sellers and buyers. User experience in transactions is an important point so that buyers and sellers remain active

customers of online platforms.²³ Online service quality and overall service quality affect online user satisfaction and online user loyalty.²⁴

e. Principles of Constructive Criticism

The principle of constructive criticism in Islamic communication and information emphasizes the importance of providing constructive criticism for improvement and improvement of quality. In the context of online buying and selling on Tokopedia, this principle is very important to ensure that feedback from users is used to improve services and products.

Negative Reviews: Users who are dissatisfied with the product tend to provide detailed criticism and do not provide suggestions for improvement. Reviews provided by users are often unconstructive or overly emotional, providing no clear suggestions for improvement. Some reviews are destructive and do not provide solutions, which can harm sellers without providing opportunities for improvement. Constructive reviews and ratings are essential to help sellers understand their product's weaknesses and improve them. Reviews that are detailed and provide specific suggestions are more helpful than reviews that simply express dissatisfaction.

Product Discussions: Questions and discussions in this feature are sometimes poorly directed and can be a place for unconstructive criticism. Salespeople often don't provide helpful answers or solutions, which can hinder productive communication. The product discussion feature should be used as a tool to provide constructive feedback. Clear questions and informative answers can help buyers and sellers understand the problem and find solutions together.

Seller Response: Sellers are encouraged to improve their services based on criticism received through reviews. Some sellers do not respond to reviews or

²³ Damian James Anggoro Martin, undefined undefined, and Tuga Mauritsius, "The Effect of User Experience on the Use of Tokopedia E-Commerce Applications," *International Journal of Emerging Technology and Advanced Engineering* 12, no. 3 (2022): 99–106, https://doi.org/10.46338/ijetae0322_11.

²⁴ Koko Wahyu Prasetyo, Rizky Putra Pratamal, and Addin Aditya, "Analyzing E-Service Quality and e-Satisfaction Effects on Customer Loyalty at An Indonesian Digital Marketplace," *JOURNAL OF INFORMATICS AND TELECOMMUNICATION ENGINEERING* 6, no. 1 (2022): 126–34, <https://doi.org/10.31289/jite.v6i1.7265>.

criticism from buyers, which can indicate a lack of attention to feedback. Sellers who respond to negative reviews defensively or unprofessionally can make the situation worse and not result in improvement. A seller's response to reviews, both positive and negative, is an important indicator of their commitment to quality improvement. A good response includes acknowledgment of the problem at hand and concrete steps to fix it.

Islamic communication and information principles have been implemented in various aspects of online buying and selling on Tokopedia. However, there are still challenges that need to be overcome, especially in terms of information accuracy, speed of response, and responsibility in communication. By improving this area, Tokopedia can be more in line with these principles and increase consumer trust and satisfaction.

D. CONCLUSION

This research examines the application of Islamic communication and information principles within Tokopedia's digital marketplace. As one of Indonesia's leading e-commerce platforms, Tokopedia has advanced the online buying experience through technology. However, challenges remain in upholding key Islamic principles, including honesty, information accuracy, responsibility, fairness, and openness to constructive criticism. Findings indicate that some sellers provide inaccurate product descriptions and misleading images, undermining trust. Additionally, issues with slow seller responses and perceived preferential treatment toward verified sellers were reported, highlighting areas for improvement in communication responsibility and impartiality.

To foster a fairer, more reliable platform, Tokopedia should enhance transparency and responsiveness, while UMKM users are encouraged to adopt Islamic communication principles in their transactions. Strengthening these values aligns with Islamic Sharia by fostering benefits, preventing harm, and supporting fair trade by the Al-Qur'an, Al-Hadith, and the principle of *al-'adatu muhakkamah* (custom as law).

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