

BUSINESS LAW AND ISLAMIC LAW: DIGITAL STUDIES MARKETING IN PRACTICE LIVE STREAMING TIKTOK APPLICATION AS PUBLIC INCOME IN INDONESIA MAQASHID SYARIAH PERSPECTIVE JASSER AUDA

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Abstrak

The increasingly rapid economic development of various industrial sectors can increase the growth of the Indonesian economy, especially the growth of the industrial sector in the digital marketing system. With the existence of this digital marketing system, it can make it easier for people to do business online on various social media platforms, the use of social media digital marketing for the majority of Indonesian people as the largest users is around the equivalent of 60.4%. This is a form of development of business industrialization in the field of digital marketing in Indonesia for the purpose of economic growth. Apart from that, in digital marketing practices, many people use various application platforms for doing business in all fields to adapt the concept of people's desires in digital marketing, such as Shoope, Lazada, Tokopedia, other platforms that generate income. However, to generate income easily, many people use live digital marketing as a marketing strategy or direct promotion on social media, apart from that, artists also use it as a result of live digital income on social media. In fact, the income generated is not only from sales or promotions but also from giveaway income from views when live live, and what is most often used in digital marketing in the practice of live giveaway income is tiktok which is used by the majority of Indonesian people because the tiktok apk is a product from China in a program such as uploading videos or photos on social media, live social media and others. The results of free Giveway income from views or viewers in the TikTok application, this raises an important issue in doing business from any income it generates, so what is the Islamic or sharia perspective? So the title of this problem creates a problem formulation based firstly, How is the giveaway concept in practice in the live digital application of the titkok application. Second, how does the giveaway affect people's income? Third, how does livedigital practice on giveaway income from a sharia perspective. With this, the study method used by the author is based on empirical methods with literature study using a descriptive qualitative data approach, so that in this discussion the results of the research can be seen that digital marketing from each platform, especially the TikTok application, can make it easier for people as users to earn income easily and there is also a giveaway. as income from bonuses in digital marketing as income, so that people's income continues to increase with the existence of social media as a business platform for sustainable economic growth in the digital marketing sector. And in the Islamic religion, legally the practice of digital marketing is permitted because it increases economic growth and makes things easier for society with the aim of benefiting.

Kata kunci : *Digital marketing, TikTok application giveaway , community income from a sharia perspective.*

Pendahuluan

The more the development of digital marketing in Indonesia today This reached 63 million people as internet users , around 95% use the internet for access networking social . From numbers This shared any digital media usage data .¹ Moment This make event contestation use of any digital media application platform , like phenomenon use application TikTok is the biggest in Indonesia 2nd in the world with percentage of 99.79%, which is the majority its use public aged 18-24 years with order under America 's biggest . From here Can seen use of digital media especially TikTok has _ feature content Download interesting and interesting videos and music a feature that is often as activity activity public like livestreaming and also possible group livestreaming system Good two people know more . But more _ interesting livestreaming feature is possible make money with only play role in front of camera with broadcast direct like income from give or saweran from the audience is giving it , so own Power pull as activity For produce finance .²

TikTok is applications that have current livestreaming platform This as a digital marketing medium or sell buy For highlight product that will for sale For earn money paid Because services provided _ in sell buy . Convenience and spaciousness For get followers and promising income _ because when using creative and innovative with easy get many follower so that Can promote goods or the services they have . With This Lots competing become content creator for make money, just through livestreaming feature .³ Like one _ account tiktokers well-known in Indonesia Willie Salim with 45.9 million follower can scooped up income around 69.69 billion all video and not only that's also every livestreaming get income more with that's all of 40 million followers who watch it .⁴

With salary earned _ results TikTok the can Power pull For competing Indonesian society uses practice TikTok as a digital marketing medium or video content in livestreaming practice as income society , like enhancement income in the account center business sweet potato chips for sale through tiktokshop that use application TikTok This can make it easier industry these sweet potato chips For more introduce the product and promote it until go out city , inside the sales he makes ie with do future TikTok livestreaming practices _ make fyp (For youau page). So that industry carried out center his income the more increasing and more easy and efficient .⁵ So from That phenomenon moment This about tiktokshop closed Because caused impact business threat of deserted local MSMEs merchandise , because Lots million resident transaction sell buy online _ tiktok Because low price _ from normal market price . So that this is what makes it something the problem that causes it loss from the parties in the field economy , because products sold in Indonesia are sell buy product abroad and products local more A little . Whereas system

¹ PDSI KOMINFO, " Kominfo : Internet Users in Indonesia 63 Million People," Official Website of the Indonesian Ministry of Communication and Information , accessed November 19, 2023, http://index.php/content/detail/3415/Kominfo+%3A+Pengguna+Internet+di+Indonesia+63+Million+People/0/berita_satker.

² " The Biggest Indonesian TikTok User Second in the World in July 2023," accessed 19 November 2023, <https://dataindonesia.id/internet/detail/user-tiktok-indonesia-terbesar-kedua-di-dunia-pada-juli-2023>.

³ YOVITA RISNAWATI, "REVIEW OF ISLAMIC LAW ON ONLINE SEROK SELLING AND BUYING PRACTICES ON LIVE TIKTOK SHOP," accessed October 30 , 2023, https://eprints.walisongo.ac.id/20713/1/1802036100_Yovita%20Risnawati_Lengkap%20Tugas%20akhir%20-%20Wati%20Risna.pdf.

⁴ Agung Prasetya , " Known for Likes Wholesale Item , Content Creator Willie Salim Apparently Have it Riches until Hundreds Billion ? - Info Indonesia - Page 2," Known for Likes Wholesale Item , Content Creator Willie Salim Apparently Have it Riches until Hundreds Billion ? - Info Indonesia - Page 2, 24 August 2023, <https://www.infoindonesia.id/info-warna-warni/9619922349/dikenal-besar-suka-borong-barang-konten-kreator-willie-salim-ternyata-kliki-wealth-up-to-hundreds-of-billions>.

⁵ Wanmelia Gusdin et al ., "INCREASING INCOME OF THE CENTER OF THE PUMPKIN CHIPS INDUSTRY THROUGH TIKTOK SHOP," *CEMERLANG : Journal Management and Business Economics* 3, no. 1 (4 January 2023): 10–19, <https://doi.org/10.55606/cemerlang.v3i1.666>.

or TikTok platform features in that's all activity can speed up and make it easier income society , but in reality tiktokshop compare inverse negative to umkm with this is what makes it system Not yet arranged or regulated government as system For benefit public general ,⁶ Like objective For fulfilled Jasser style maqashid sharia auda .

System maqashid sharia jasser auda This give opportunity in embodiment law appropriate Islam _ with need public contemporary moment this , with theory approach six feature system can dig in and consider all aspect interrelation and integration view other suitable systems _ _ with current circumstances and conditions and developments over time.⁷ So from That study study to application TikTok as digital marketing activities that have been explained phenomenon above which resulted impact to umkm so that closed tiktokshop Because inequality system , with This writer want to study and think that application TikTok can makes it easier access activity economics and as income Indonesian society with approach theory system jasser auda as objective fulfillment maqashid sharia.

REVIEW THE REVIEW

In study This writer will Look for similar data and research that has relevance with study Here , start with do search *google scholar* with tool livelihood This give some article data that has existing research _ its relevance with the author 's title currently do it .

First article written by Iffah Febri anti fitriyatul Lailiyah et al who wrote title study Sell Buy online via Market Place TikTok Shop in Perspective Qowaid fiqhiyah . In study This state that If everyone has the same awareness then they can optimize the use of existing resources. In this case, collaboration will occur to manage unlimited resources in a more structured, efficient and effective manner. One phenomenon that occurs in the economic sector is buying and selling transactions through electronic media known as e- commerce , such as the TikTok Shop feature. The research method used in this research is library research, namely collecting information from various literary sources through reading and analyzing related books and writings. The approach used in this research is a qualitative descriptive approach. In practice, consent and qabul in buying and selling are not only done verbally, but also through signs and written documents. In this context, approval and acceptance in buying and selling can be done through intermediaries such as through representatives or using print media such as letters or electronic media such as telephone and email. From the results of the analysis it can be concluded that there are many marketplaces operating in Indonesia for online buying and selling . Apart from that, there are also several fiqhiyah principles which are often used as guidelines in the application of fiqh products . By using the principles of fiqhiyah , scholars and legal experts can develop guidelines for the life of Muslims in various times and places.⁸ In study writer more on research about law Islam and perspective is use approach Maqasid Jaseer Auda .

Study second is research conducted by Wahyu Nurhidayati with title Overview MAqasid sharia against Live Streaming feature of the application TikTok in article This found that with approach Maqasid sharia has two impact *First* social impact and second is impact economics , in there is a social impact two things that happen that is positive and negative, in negative dimensions and apparently TikTok more Lots leads to negative content rather than positive , then applies rule if There is many things _ contain sorry rather than madharat so won mafsadah matters and more _ Lots abandoned . Whereas in impact economy more Lots contain kind rather than madharat so that during application TikTok used in things that are good and not

⁶ UNUSA Public Relations, " Learning from TikTok Shop Case : Developments and Threats For Local MSMEs ," *UNUSA* (blog), October 10 2023, <https://unusa.ac.id/2023/10/10/belajar-dari-kas-tiktok-shop-perkembangan-dan-ancaman-bagi-umkm- local/>.

⁷ Addiarrahman Addiarrahman and Illy Yanti , "From Idealism to Pragmatism : Shift Paradigm in Development of Sharia Economic Law in Indonesia," *Al- Manahij : Journal of Islamic Legal Studies* 14, no. 2 (2020): 191–210.

⁸ Iffah Febri Anti Fitriyatul Lailiyah and Achmad Fageh , " Sell Buy Online Via Market Place Tiktok Shop Dalam Perspective Qowaid Fiqqiyah ," *Bussman Journal: Indonesian Journal of Business and Management* 3, no. 2 (2023): page . 658–76.

breaking the sharia is permissible . Here study This Not yet give solution Because between two existing impacts _ Still Not yet synchronous .⁹ So from That study This Not yet intact even though theme and title almost similar with what the author be careful , will but conclusion Still half heart and research writer try focus study with focus live streaming practice as a digital marketing medium luck income . Society with approach maqasid sharia Jasee Auda more _ comprehensive in understand phenomenon law Islam in Indonesia .

Third research conducted by Yovita _ risnawati with title review law Islam to practice sell buy serok online at the live tiktok shop in study This give information about practice sell buy rake This No in accordance with law Islam Because including into the category sell buy one yet clear , according to law Islam a Muslim No allowed For sell something flawed _ to his brother , except explain disabled the to his brother . In matter This party seller No Respond to complaints submitted by buyers on the side others in the application TikTok is also provided feature complain for guard security in traction sell buy on tiktok .¹⁰ In study This No The same very use approach Maqasid Syariah and here distinctive between writer with study Yovita Risnawati .

There are many research that has not been done entered in study review but , that three study above are very relevant with ongoing study _ writer do , and As for two what the author wants to offer _ is that *First* TikTok digital marketing concept of course give impact on social economics , and *secondly* so understand phenomenon This No can just black white good and right must more from That with use approach Maqasid Syariah Jasse Auda .

Result And Discussion

Digital Marketing Study In Live Streaming Practice Tiktok Application As Community Income In Indonesia Maqashid Syariah Perspective Jasser Auda Biography Of Jasser Auda

Jasser auda is academics who have the title of professor in the faculty studies Qatari Islam in policy programs public in the study program Islam . jasser auda own Organization International Union of Muslim Scholars ; and members of the academic council Institute International Thinking Islam in London, and also members Institute International Advanced Systems Research (Canada), member central global watchdog studies civilization (English), member of the executive council association Scientist Mulseason social england , resistance forum member Islamofidia and racism, England and consultants for islamonline.net a person academics obtain title doctorate at the University of Wales in England in concentration philosophy law Islamic London so become lecturer visitor faculty Egypt 's Alexandria University , Canada's Islamic Institute of Toronto and the Academy fiqh Islam india . He become lecturer philosophy law Islam and related with issues minority Muslims and policies in several countries around the world. For work he wrote in the title maqasid al-syariah as philosophy of Islamic: A System approach London 2008 .¹¹

Professor Jasser Auda is an Islamic scholar. His latest contribution is the New Maqasid Methodology which aims to realize the restructuring of Islamic scholarship around a complex network of higher goals/ Maqasid of the Qur'an and the hadith of the Prophet. He is the President of Maqasid Institute Global, a registered think tank that builds research and education projects in a number of countries. He is the Al- Shatibi Chair for Maqasid Studies at the International Peace University in South Africa, Founder and Board Member of the International Union of Muslim

⁹Wahyu Nurhidayah , "MAQASID SHARI'AH REVIEW OF THE LIVE STREAMING FEATURES OF THE TIK TOK APPLICATION" (PhD Thesis, IAIN PONOROGO, 2022), <http://etheses.iainponorogo.ac.id/id/eprint/18480>.

¹⁰RISNAWATI, " REVIEW OF ISLAMIC LAW ON ONLINE SEROK BUYING AND BUYING PRACTICES ON LIVE TIKTOK SHOP. "

¹¹Ilham Mashuri , " Approach System In Islamic Legal Theory (Perspective Jasser Auda),," *FITRAH: Journal of the Study of the Sciences Islam* 5, no. 1 (January 27, 2020): 11–28.

Scholars, Executive Member of the North American Fiqh Council, Member of the European Fatwa and Research Council, and Chair of the Canadian Fiqh Council. He has a Ph.D. in Islamic legal philosophy from the University of Wales, England, and a Ph.D. in systems analysis from the University of Waterloo, Canada. Early in his life, he memorized the Koran and took part in traditional studies at the Al-Azhar Mosque Study Circle in Cairo, Egypt. Previously he worked as a professor at the universities of Waterloo, Ryerson and Carleton in Canada, Alexandria University in Egypt, Faculty of Islamic Studies, Qatar, American University of Sharjah, UAE, and University of Brunei Darussalam, Brunei. Professor Auda lectured on Islam and its laws in many countries, and wrote 25 books in Arabic and English, some of which have been translated into 25 languages.¹²

Digital Marketing Tiktok Application: Live Streaming Practices As Income Of Indonesian Communities

Indonesian society as use Tiktok 99.1% in Indonesia is the 2nd largest in the world out of 8 countries used active tiktok in 2022. Total _ This experience enhancement of 15.34% in comparison quarter previously amount 1.2 Billion use active Indonesia with the average Indonesian spending time as much as 23.1 hours per month. Based on Age use dominated aged 20-29 as much as 35% and aged 10-19 years with presentation 28% of the total.¹³ This matter because influence development of digital marketing is use of online media or the internet with do marketing or transaction or activity activity economy with through technology electronic such as smartphones and internet technology. Application TikTok is Short video application with a duration of 15 seconds and 60 seconds which includes music and time filters selling or promote product, meanwhile TikTok own based media platform activity economy social media is useful For entrepreneur and business trader other For increase sales, especially for the perpetrators business online business with transaction distance Far without in a way meeting directly to the parties seller and buyer. Seller must have a strategy for promote the product with content media in apk tiktok.¹⁴

Besides That TikTok own platform For broadcast direct or the usual live streaming used as a medium for content in a way straight away, but discussion article This focus on TikTok live streaming practices in the use of digital marketing, Live streaming is platform that is often used by tiktokers in broadcast direct use used _ live streaming time by the community utilise technology For get income addition through alternative media tiktokers the. Usually what is done content creator For before carry out live streaming sales ie make video post that will promoted as a livestreaming teaser, spreading information as much Possible audience through via social media, and directing audience For comment and share livestreaming link to social media page they. Whereas practice other longest livestreaming duration possible minimum duration of 2 hours per session 1 session the minimum is 2 hours and it depends the audience If amount viewership and check outs are high can be extended Because figure show enhancement with amount order daily Can until above 100 with from That tiktok shop does supervision special.¹⁵

Then *tiktok shop* does supervision special and giving instruction about necessary deficiencies _ to be improved and strategies that can be done improved. And *tiktok shop* what we can be certain of is hold an event on the date certain ones have determined every shop, event date available chosen as desired _ shop each of these events as a sales target shop that has set if the

¹² "Biography - Dr. Jasser Auda," December 10, 2016, <https://www.jasserauda.net/biography/?lang=en>.

¹³ "Amount Potential TikTok users in Indonesia Currency !," *HiToko* (blog), February 10, 2023, <https://www.hitoko.co.id/blog/pengguna-tiktok-di-indonesia/>.

¹⁴ Whicka Get it Bagaskara and Muhammad Anasrulloh, "ONLINE MARKETING STRATEGY (DIGITAL MARKETING) TO INCREASE THE SALE OF ORNAMENTAL FISH CUPS IN SUMDE CUPANG TULUNGAGUNG," *ECONOMINA JOURNAL* 2, no. 7 (July 7, 2023): 1653-65, <https://doi.org/10.55681/economina.v2i7.661>.

¹⁵ Risma Agistiani et al., "Live-Streaming TikTok: Student Strategies Intelligent For Increase Income In the Era of Digitalization," *Journal of Management and Digital Business* 3, no. 1 (30 April 2023): 1-19, <https://doi.org/10.53088/jmdb.v3i1.607>.

sales target can achieved tiktokshop give a reward or present as point value , and also in livestreaming get a give or saweran from viewer from give depends many are given or the give level to livestreaming parties , and revenue *live streaming* TikTok is also specified from many viewer Because the more Lots viewer or reviewers who saw it then also get chance get profit in sell buy . Besides That in Work *live streaming* If viewer do a tap-tap layer then get count from the results of tapping from audience and spectators get the same . So from That system and work practice *live streaming* in produce income No only from in demand sell from the product but every system when livestreaming gets count , count That can withdraw For get a rupiah. ¹⁶This matter Can seen picture Live Streaming practice in digital marketing :

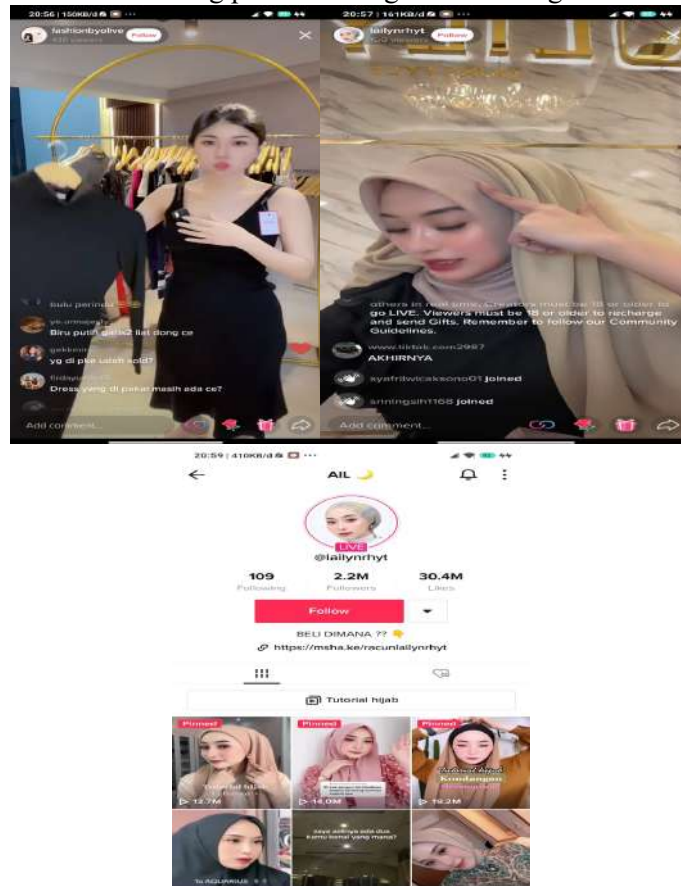


Figure 1 : Practice sale from TikTok live streaming that promotes product For interesting attention consumer as one of the look for income .

From the picture on can seen by sellers This using TikTok livestreaming media as alternative look for income need life with promote the product . With method system market strategy used by sellers with give promotion and explanation in detail the items being sold to consumer or viewer as an interesting strategy attention . And the hosts/streamers also serve questions from consumer For answer product in question . This is very supportive also who has answered from article ary entitled “ Influence _ Digital Marketing Through Live Account Features to decision purchase ” that with test based method quantitatively results study to live practice in sale This significant positive to income sellers and so do they on the contrary variable against Y for take decision 78.1% purchase means this digital tiktok live the more improving and good in take

¹⁶ Rana Dewi Erfiati and Yudi Helfi , “ Analysis Digital Marketing : Tiktok Live Streaming Content Strategy For Promote Affiliate Products ,” *Innovative: Journal Of Social Science Research* 3, no. 4 (2023): 3400–3412.

decision purchases made by consumers .¹⁷ Besides That in practice For get income public from sellers are also supported from income live streaming facility TikTok ie Can seen from picture under This :



Figure 2: Practice Live streaming from generated income _ ie income From Give or term Language now sawer , which is obtained from Giveway or saweran from audience , of picture the form every Give given like a whale or train This own Coin points at different levels are obtained .

From income Indonesian society exists platform This as one of the form addition income in fulfil life Indonesian society as use TikTok productive matter This Can seen based on income data account tiktok and statistical data per year in income use of TikTok live streaming namely :



Figure 3: Usage and revenue figures Indonesian society is dominated Age young or child young people who reached 34.9% of in 2022 and Followed aged 25-34 years recorded by 28.2% also age teenager . And impact earned income _ Indonesian society is around 60% or produce Over US\$2.5 Billion in 2022 in Asia southeast .¹⁸

From here can We Look impact presence tiktokshop livestreaming can produce income Indonesian society and trade others benefit _ For e-commerce sales on Indonesian TikTok media, from here can impact income to industry business small medium from study Wannelia entitled “

¹⁷ Arya Nanda Aji Say, Sri Murdilah Fournawati , and Fen Irianti , “ Influence Digital Marketing Through the Tiktok Live Feature @Kattoen Account on Purchasing Decisions ,” *Social Science Academic* 1, no. 2 (24 October 2023): 587–600.

¹⁸ BeritaSatu.com, “60% Revenue "Tiktok in ASEAN Contributed by Indonesia, Global Target at the Edge , ” *Beritasatu.com*, accessed November 15 2023, <https://www.beritasatu.com/economic/1071690/60-pendapatan-tiktok-di-asean-dikontribution-indonesia- global-target-on-the-edge>; “ Groups of Young People Become Users Biggest TikTok, Age How many They ? | Databoks ,” accessed November 15, 2023, <https://databoks.katadata.co.id/datapublish/2023/09/27/komunikasi-anak-muda-jadi-user-terbesar-tiktok-usia-berapa-they>.

Improvement _ Industrial Center Revenue Sweet Potato Chips Via Tiktok Shop” that TikTok This own Power pull Alone For increase business small like industry sweet potato chips are here TikTok give convenience in facility sale For produce income and goods to be promote the product until to outside city and capable manage time to live in application tiktok shop will make it becomes FYP (For You Page) so income earned _ during presence this tiktok shop experience enhancement significant towards the target market.¹⁹

Then also those who have studied entitled " Analysis _ Development Skincare Business with using TikTok live streaming as income ” that article explain the existence of live streaming media through tiktokshop can impact positive Good in amount follower or viewer as many as 560 followers and 78,420 live streaming viewers, on the side other security products made _ guaranteed safe Because livestreaming sessions conduct interaction direct through media with ask answer to promoted products _ with clear to consumers , and responses or response positive from use another month positive use of live streaming to business .²⁰ With This phenomenon that occurs can We Look presence tiktok shop live streaming media platform for activity economy or transaction sell buy the same with e- commerce impact positive to society who uses it as activity For get income or profit in growth economics from numbers use TikTok in Indonesia which is 97.1% 2 includes 8 categories biggest use tiktok in the world.

COMMUNITY INCOME FROM LIVE STREAMING PRACTICE TIKTOK: IN MAQASHID SYARIAH JASSER AUDA: MAQASHID SYARIAH: A SYSTEM APPROACH

Maqashid sharia is something objective For form law Islam , which is appropriate with conditions and needs public every development his era For answer phenomenon social events that occur in modern times This . For reach objective good law _ must fulfilled with wisdom from every system required law _ circumstances social or in a way contextuality development the time from all the topic concerned from part law the . So from That chance For understand values Islam on base maqashid of this sharia own grace given by Allah SWT as objective benefit life people man .²¹

Whereas system is series a number of element from those related to be integrated as designed in carry out a number of function component or composition For makes it easier Genre information , material or energy . In philosophy There is two Genre realistic system and realistic formal ie realistic as objective and external for awareness individual to system That private and formal nature subjective and product individual mental awareness . It means from second system Can realized from awareness experience in the truth and the system is at in thought self someone who doesn't relate with the physical world .

Maqashid sharia is often explained from early throughout history and its corresponding changes by condition progress his time by scholars such as Imam al- Haramain al juwaini , al- Ghazali, Izzuddin ibn Abd al- salam , Wahbah al- zuhaili , al- syathibi and then Jasser Auda contemporary scholars in famous thought _ related theory the purpose as philosophy law Islam by approach the system . Jasser auda state for formation Islamic law must based on maqashid sharia for benefits people humans as purpose law _ Jasser auda strengthen the argument is also

¹⁹ Gusdin et al ., “ INCREASING INCOME OF THE CENTER OF THE PUMPKIN CHIPS INDUSTRY THROUGH TIKTOK SHOP. ”

²⁰ Febrinanda Salsabila and Shoimatul Fitria , "ANALYSIS OF SKINCARE BUSINESS DEVELOPMENT USING LIVE STREAMING TIKTOK AS PROMOTIONAL MEDIA (Study of Local Skincare Brands Alldays)," *Diponegoro Journal of Management* 12, no. 6 (7 November 2023), <https://ejournal3.undip.ac.id/index.php/djom/article/view/41827>.

²¹ Agung Kurniawan and Hamsah Hudafi , " THE CONCEPT OF MAQASHID SHARIAH IMAM ASY-SYATIBI IN THE BOOK OF AL-MUWFAQAT, " *Al- Mabsut : Journal Islamic and Social Studies* 15, no. 1 (April 1, 2021): 29 – 38, <https://doi.org/10.56997/almabsut.v15i1.502>.

valid statement Ibnu Qayyim :²²

"Sharia is based on wisdom and well-being individual
In life in this world and hereafter . Sharia explained justice ,
Kindness , and wisdom . Thus superseding rules _
Justice with tyranny , twelve pity with the opposite ,
Kind with badness or wisdom with cradle , not -
It's the law Sharia , though claimed with the same interpretation . "

So from That For build law Islam need exists approach system as integration knowledge knowledge other , with That jasser auda theory maqashid sharia as methodology base ushul the fiqh he uses with approach theory system For analysis in build epistemology law Islam , with thereby combined systems _ in maqashid sharia namely There is six component namely :²³ First , Cognition or cognitive (Cognitive Nature), in view doctrine Islam , fiqh results from human ijthad to inscribed text _ to text verses of the Qur'an and hadith with his understanding or scientific and expert ideas laws produced by scholars. So from That cognition or his understanding Can just got it wrong catch Meaning revelation from God , with That in differentiate verses of the Koran as revelation with interpretation expert law to Quran verses . _ As example given _ jasser auda the issue of ijma' according to ulama' as proposition qat'I (sure) , but according to jasser auda ijma'ialah system that takes into consideration policies implemented by various _ party or called multi-participant decision making. Can interpreted revelation as knowledge God and fiqh as perception from revelation .²⁴

Second , Wholeness , jasser auda is purposeful aspects _ fix jurisprudence traditional which is not consider sentence other and knowledge others . only leaning on one nash without related other nas . So from that Jasser auda apply theory system each relationship reason consequence in build up law Islam , because reason consequence by thinking like this can reaching out ability think , consider and include what hasn't thought outside context reason consequence from a law _ And theory system as method Holistic thinking is very important in motion jurisprudence can play a role in modern reforms until purpose auda this for bring and expand maqashid sharia from understanding individual to global dimension up to can accepted the whole society general , with purpose naturally like justice , freedom , and so on .²⁵

Third , Openess (Self Renewal), openness and renewal is something confirmed system _ jasser auda that For set law Islam started from openness For obtain update with answer increasing problem _ changed in its development . And change to expert law must openness to philosophy as means repair self in system law Islam so that based updates _ rule jasser auda " law changed Because change time and place " . And reiterated again _ that reception law Islam can questioned When just , p This change law driven by transformation worldview and insight fuqaha culture .²⁶

Fourth , Interrelated Hierarchy (Saling Get in touch hierarchy) , in system Jasser auda explain as one of shape have hierarchy where only the awakened and more subsystems __ small under it . For system this for interrelation between system the trouble for representation and relationship each universal system . _ So system hierarchy this divided according to Jasser auda in 3 categories ie first , Maqashid al- Ammah (General Maqasid) which covers the whole problem

²² Muhammad Rashid Ridlo and Muhajirin Muhajirin , " THE IDEA OF MAQASHID SHARIAH AND SHARIAH ECONOMY IN THE VIEW OF IMAM IBNU TAIMIYAH AND IMAM IBNU QAYYIM AL-JAUZIYAH, " *Taraadin : Journal of Islamic Economics and Business* 2, no. 2 (2022): 65 – 86.

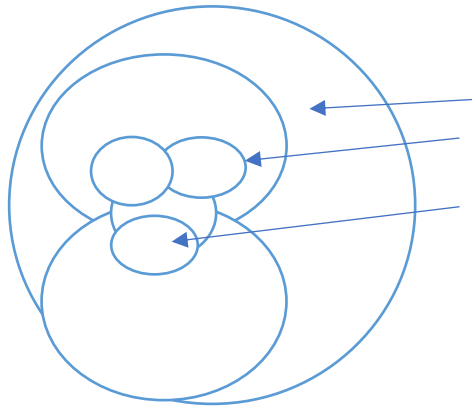
²³ Retna Gumanti , " Maqasid Al-Shariah According to Jasser Auda (Approach System in Islamic Law)," *Al Himayah Journal* 2, no. 1 (2018): 97–118.

²⁴ Muhammad Mattori SH, *Understanding Maqashid Syariah Jasser Auda (Based Approach System)* (GUEPEDIA, n.d.).

²⁵ Hamka Hussein Hasibuan , " Thoughts Maqasid Syariah Jasser Auda ," *Aqlam : Journal of Islam and Plurality* 4, no. 17200010102 (2017): 1–21.

²⁶ birthday Maulidi , "MAQASID SHARIAH AS A PHILOSOPHY OF ISLAMIC LAW: An Approach System According to Jasser Auda ," *Al- Mazaahib : Journal Comparative Law* 3, no. 1 (2022), <https://ejournal.uin-suka.ac.id/syariah/almazahib/article/view/1377>.

behavior tasyri ' is universal like justice equality , tolerance , real ease _ characterized universal , maqasid specifically by problem related by question certain like no can hurt female in space scope family and not allowed cheat in trade with any event . And maqasid paracial (Juz'iyyah masalahah wisdom or secret like needs aspects honesty and strength memory in testimony ; by this can seen building or picture the purpose :²⁷



Maqashid Syariah Umum (Al Ammah)

Maqashid Syariah Parsial (Juz Yes)

Maqashid Syariah Khusus (Khassah)

Figure 1 : This image give to very basic things that There is nature values _ general (al-ammah) dimensions are very broad and have range and space scope not limited . In matter This for example is values justice equality and so on . Whereas maqasid general sharia which is Juziyyah its nature following ^ existing compensation _ rule generally in the middle _ society and walupun thereby There is exception but very rare . And the Third is maqasid sharia al Khassah more on for cases certain and have dimensions and space boundaries scope special .

Fifth , Multi Dimensionality , a system that is not something singular , having _ part each other related with other , system This own room dimensions enough parts _ complex so from That law Islam can analogous like system , Islamic Law is a system that has various dimensions . According to Jasser auda Islamic Law methodology dominates ie qat'iyyu as- subut truth source and qat'iyyul al- mantiq related logic . Paradiqma Binary opposition must be removed For avoid reduction methodological as well as reconcile a number of containing arguments _ contradiction with put forward aspect maqasid (purpose main law) . Jasser auda give solution framework think with aspect maqasid ie form use scale priority to text in consider circumstances social or not consider text One contradictory with others for truly consider approach multidimensional spared corner look . Like Difference proposition in the implementation of worship that appears with lean on to prophet whose history is authentic , p This make the contradiction that gives rise difference opinion among people Islam , from perspective maqasid explain that intention prophet perform various acts of worship method For comfort people Islam .²⁸

Sixth , Purposefulness generating system _ output or objective . Objective divided become two goal (goal) and purpose (purpose) . System produces purpose (purpose) if capable produce objective with method different and the same , or Can produce various objective in situation diverse . And system will produce goals (goals) only is at in situation the only constant give birth to One objective Just do it , jasser auda confirm maqasid sharia concept essential and as technique base in legal reform Islam . System can assessed Good If extent of effectiveness

²⁷ Luqman Rico Khashogi Luqman , “ Measuring Reconstruction Maqashid Syariah:(Review Genealogist Jasser's Systems Approach Auda),” *Politea : Journal Islamic Politics* 5, no. 1 (2022): 64–82.

²⁸ Syamsul Hidayat et al ., “Empirical Legal Research based on Jasser Auda's Maqashid Sharia Theory,” *al- Afkar , Journal For Islamic Studies* 6, no. 4 (2023): 14–29.

system law Islam is measured maqasid the sharia fulfilled , and the extent of development solution problem certain more effective , efficient and useful for individuals and people man . Auda opinion dig mqasid must returned text The main thing (the Qur'an and hadith) is not the faqih. So embodiment objective maqasid become reject measuring every ijthihad without connecting it that tends to sect certain . Basically _ determination Islamic law was restored benefit existing society _ surrounding .²⁹

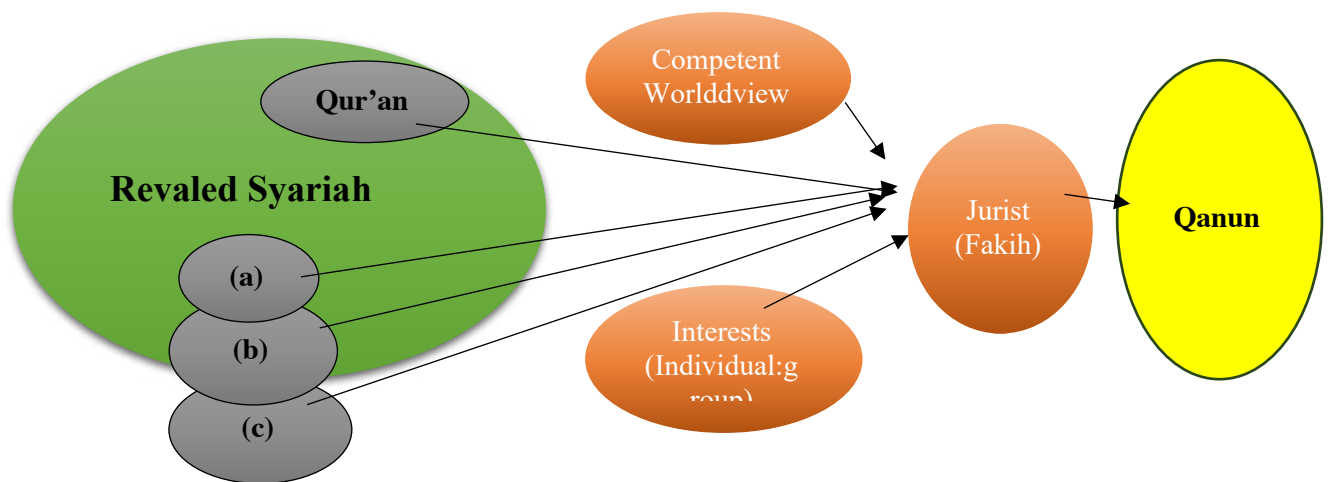


Figure 2: The worldview of experts law is factor main in form fiqh (connection between Sharia, Fiqh and Fakih) Stages third (Postmodern Era)

In the fourth picture This is a role model carried out by Jasser Auda , below law Islam fiqh and Qonun is one sub system with all developing components , meaning _ law Islam should too synergize with development knowledge knowledge in the other side , and also consider medium worldview _ growing by the day This . In dimensions here it is continuity deep systems theory maqasid sharia works with good and harmonious .

TIKTOK LIVE STREAMING PRACTICES AS INCOME: JASSER AUDA'S MAQASHID SYARIAH APPROACH (SYSTEM THEORY)

So from That in approach maqashid sharia jasser auda theory system with see phenomenon Application livestreaming practice TikTok as digital media marketing by Indonesian people , with This view Jasser style maqasid sharia auda can seen namely , First , Cognitive (Cognitive Nature) view doctrine Islam fiqh which is results from human ijthihad to nash taken _ about make peace origin yes and as long as Not yet There is regulations prohibiting it , from That For understand meaning and application practically as understanding to doctrine paragraph about sell buy (muamalah) has been interpreted into the digital marketing media system application TikTok with live streaming because illatnya The same with e-commerce indeed the more development technology application TikTok can make it easier its use as sell buy with practice of

²⁹ Muhammad Baiquni Shihab , “ Research Critical Thinking Jasser Auda in The book ' Maqasid Al-Shariah as Philosophy of Islamic Law: A Systems Approach, ” *AN NUR: Journal Islamic Studies* 15, no. 1 (2023): 114–36.

live streaming digital marketing .³⁰

Second , Wholeness is _ aspect law Islam in fix it as fiqh traditional in nature reductionist and anatomical . Embodiment in formation law only rely on one Nas without see other passages , it should be every connection because consequence must seen as part from description overall . This part play function in the something system between braid connection woke up _ comprehensive and comprehensive dynamic . In dimensions this , Application TikTok is growing in Indonesia with use 2nd largest in the world besides as video content as well as place digital marketing practices with livestreaming as activity look for income economy from sell buy (muamalah) . But practice TikTok Still Not yet consider system product local or umkm as reference main in trading so that Lots product outside for sale buy it with market price is more low from domestic market price .³¹

Third , Openess (Self Renewal), openness and renewal as form formation law Islam , p This in dimensions application TikTok own openness to use practice without limit age in accordance with sub- chapter data first the numeric data highest use application TikTok as a digital marketing medium live streaming practice from start age product 19-25 reach number highest and followed by 26-35 with order second and so on . From here can make it easier for child young become businessman through practice sell buy tiktok livestreaming so that make update in enhancement economy Indonesian society .³²

Fourth , Interrlated Hierarchy is connection Interrelation decisive system _ goals and functions achieved _ from the Maqasid Al- ammah (general), Maqasid Juz'iyah iyyah (partial), and Maqasid khassah (special) that is poured to in ushul fiqh with sequential concepts (herarchy) . In system jasser auda own objective same achievement , then _ system in application TikTok as digital marketing practices in a way general own objective achievement For justice economy to society that doesn't own work so that can utilize digital marketing media as income economy society , second in a way Partial as superiority in carry out The practice of livestreaming also makes it easier to earn bonus income from TikTok Because from many viewer or riverwrws who saw it so that can interesting attention consumers , third in a way special in the core of the system besides from can make it easier Power pull interest consumers also make it easier to business local For develop interest Power pull sale in practice livestreaming apk tiktok .³³

Fifth , Multi Dimensionlty a system that doesn't only single but own complex and interconnected parts _ related or coherent . Islamic law equalized with System , because system cover all aspect , then from That to TikTok livestreaming practice as a sales medium buy one that has various system No only For as income Indonesian society uses account TikTok but also have system that can the benefits obtained by giving or sawer from audience , and also can make it easier access reach transaction sell buy from outside islands and even abroad globally and not _ difficult For go out Again For buy distant product _ so that can accessed from place through digital application TikTok the .³⁴

³⁰ Khaerina Azizah , “ Sell buy online with live streaming perspective law positive and Maqashid Sharia: Study Felixstorebdg Online Shop case ” (PhD Thesis, Maulana Malik Ibrahim State Islamic University, 2022), <http://etheses.uin-malang.ac.id/42626/>.

³¹ Nurhidayah , "MAQASID SHARI'AH REVIEW OF THE LIVE STREAMING FEATURES OF THE TIK TOK APPLICATION."

³² Edo Segara Gustanto , “Digital Marketing in Islamic Law Perspective : Approach Maqashid Shariah Index,” *Tamaddun Journal of Islamic Studies* 1, no. 1 (2022): 70–79.

³³ HALIMAH SITI, "STUDY OF MAQASHID SYARIAH ON ONLINE SELLING AND BUYING TRANSACTIONS IN MUSLIM CONSUMERS' PURCHASING DECISIONS (User Study Shopee Application)” (PhD Thesis, UIN RADEN INTAN LAMPUNG, 2022), <http://repository.radenintan.ac.id/id/eprint/22167>.

³⁴ WAHYU NURHIDAYAH, .. "(COMPLETE THE CONSENT SHEET WITH STAMP, COMPLETE THE PUBLICATION APPROVAL SHEET (DOWNLOAD FORM ON THE PERPUS WEBSITE), REUPLOAD)... MAQASID SHARI'AH REVIEW OF THE LIVE STREAMING FEATURES OF THE TIK TOK APPLICATION" (PhD Thesis, IAIN PONOROGO, 2022), <http://etheses.iainponorogo.ac.id/18449/>.

Sixth, Purposefulness is a system that produces output or goal, goal This shared become two goals and purpose. The system will reach objective If something objective in circumstances and conditions __ mechanic and just get One objective. So the alternative in dimensions application TikTok as livestreaming digital marketing practices with feature of course give objective For open chance work business independent or business with utilizing digital marketing the For reduce number unemployment, which according to data is a phenomenon in 2024 will experiencing a demographic bonus matter This was also said by President Jokowi. So as countermeasures government For invite child young For become businessman independent, one of them utilization of digital marketing give very big opportunity for online business and make it easier transaction distance far and also impacts opportunities chance in the field industry other like simply put the more Lots opportunities for workers business For promote product umkm or products and things system This will impact the more there are lots of opportunities too Work increasingly couriers _ increase. Only just Application TikTok in livestreaming practice as digital marketing This Still Lots trading product from outside with under domestic market prices thus have an impact price product local or umkm. So from That Still Not yet realized system or rule For give chance product local as product main 70% inside tiktokshop and for product overseas 30% for demonstrated in Indonesia asv alternative Love product local and improvement income economy Indonesian society.³⁵

CONCLUSION AND SUGGESTION

This article give information with study Application tiktok digital marketing in livestreaming practice for income public with approach maqasid jasser auda, first is presence TikTok livestreaming practice can give room to public For make it easier in sell buy or promote the product as opportunity chance business independent For produce income from sell buy products and income system TikTok namely give or saweran from audience and deliver system communication visit column comments at the time livestreaming via _ communication ask answer moment promote the product. Second, give information explanation maqasid sharia jasser auda in draft six feature System as formation law Islam in methodological naughty fiqh For fulfil objective maqasid sharia. Third, from all system application TikTok as digital marketing media of course Already give contribution positive in income Indonesian society and opportunities chance field Work business independent who will get a democratic bonus, will but phenomenon that occurs moment This is what is currently going viral practice tikshop impact economy umkm who are not as user application tiktokshop so that business quiet Because Lots dominated digital marketing activities. So from That as regulatory efforts described system jasser auda need exists system interrelation and integration in a way comprehensive For consider in implementation of digital media marketing to product local or umkm as role main in stretch international or national and strive government do rules new as objective benefit general. so what 's there to worry about? jasser auda in its features No There is monopoly in activity economy in digital marketing by one businessman course, but For mapping income side Indonesian society in use of digital marketing TikTok livestreaming practice.

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³⁵ Budiyarsih, Fuad Yanuar Akhmad Rifai, and Purwanto, " Utilization of Social Media as a Means of Marketing for Student Businesses ." Perspective Maqasid Syariah," *Journal of Trends Economics and Accounting Research* 3, no. 4 (June 30, 2023): 501–8, <https://doi.org/10.47065/jtear.v3i4.717>.

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