

ABSTRAK

Andhika Daraka Putra. 2026. Analisis *Live Shopping* TikTok dalam Perspektif Etika Bisnis Islam pada UMKM HG GEHGER

Penelitian ini dilatarbelakangi oleh pesatnya tren *live shopping* TikTok yang seringkali memicu pembelian impulsif dan menyisakan celah etis, seperti manipulasi psikologis serta ketidakjelasan spesifikasi produk atau *gharar*. Sebagai objek penelitian, UMKM HG GEHGER merupakan usaha asal Kota Tasikmalaya yang dikelola secara turun-temurun dan memproduksi makanan ringan tradisional, dengan produk unggulan berupa kerupuk sangrai pasir tanpa minyak serta *popcorn*. Dalam upayanya bertransisi ke ranah digital, UMKM ini menghadapi tantangan nyata untuk menyelaraskan strategi pemasaran *live shopping* dengan etika bisnis Islam. Oleh karena itu, penelitian ini bertujuan untuk menganalisis praktik penerapan Etika Bisnis Islam (EBI) dalam *live shopping* TikTok pada UMKM HG GEHGER melalui tinjauan prinsip *Shiddiq*, *Amanah*, dan *'Adl*.

Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Data primer dan sekunder dikumpulkan melalui observasi partisipatif pasif pada sesi *live streaming*, wawancara mendalam dengan pemilik dan pegawai, serta dokumentasi ulasan konsumen. Selanjutnya, data dianalisis menggunakan model interaktif Miles dan Huberman yang mencakup tahap pengumpulan, reduksi, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa UMKM HG GEHGER berhasil menerapkan Etika Bisnis Islam dalam praktik *live shopping* TikTok secara menyeluruh, mulai dari tahap pra-siaran hingga pascajual. Keberhasilan ini direpresentasikan melalui tiga prinsip utama: *Shiddiq* (kejujuran) melalui transparansi informasi dan edukasi produk untuk mencegah miskomunikasi; *Amanah* (tanggung jawab) melalui profesionalisme pemenuhan hak pelanggan dan konsistensi pemberian hak *khiyar* (retur/refund); serta *'Adl* (keadilan) melalui penetapan harga yang wajar, kompensasi proporsional, dan pelayanan tanpa diskriminasi.

Secara keseluruhan, di tengah dinamika pasar digital yang cepat, strategi bisnis UMKM ini terbukti mampu menyelaraskan operasionalnya dengan nilai etika bisnis Islam sebagai manifestasi dari ibadah.

Kata Kunci: *Live Shopping, Etika Bisnis Islam, UMKM*

ABSTRACT

Andhika Daraka Putra. 2026. *Analysis of TikTok Live Shopping from an Islamic Business Ethics Perspective at MSME HG GEHGER*

This research is motivated by the rapid trend of TikTok live shopping, which frequently triggers impulsive buying and leaves ethical gaps, such as psychological manipulation and a lack of clarity in product specifications (gharar). As the research object, MSME HG GEHGER is a generational business originating from Tasikmalaya City that produces traditional snacks, with flagship products in the form of oil-free sand-roasted crackers and popcorn. In its effort to transition to the digital realm, this MSME faces real challenges in aligning its live shopping marketing strategy with Islamic business ethics. Therefore, this study aims to analyze the practice of implementing Islamic Business Ethics (IBE) in TikTok live shopping at MSME HG GEHGER through a review of the principles of Shiddiq (honesty), Amanah (responsibility), and 'Adl (justice).

This research employs a qualitative method with a descriptive approach. Primary and secondary data were collected through passive participatory observation during live streaming sessions, in-depth interviews with the owner and employees, and documentation of consumer reviews. Furthermore, the data were analyzed using the Miles and Huberman interactive model, which includes the stages of data collection, data reduction, data display, and drawing conclusions.

The research results indicate that MSME HG GEHGER has successfully implemented Islamic Business Ethics in its TikTok live shopping practices comprehensively, ranging from the pre-broadcast stage to the post-sale stage. This success is represented through three main principles: Shiddiq (honesty) through information transparency and product education to prevent miscommunication; Amanah (responsibility) through professionalism in fulfilling customer rights and consistency in granting the right of khiyar (returns/refunds); and 'Adl (justice) through fair pricing, proportional compensation, and non-discriminatory service.

Overall, amidst the rapid dynamics of the digital market, this MSME's business strategy has proven capable of aligning its operations with Islamic business ethics values as a manifestation of worship.

Keywords: Live Shopping, Islamic Business Ethics, MSME