

Internalization of Islamic Economic Law in Facing the Challenges of Shopee's Digitalization

Nur Aefih^{1*}, Zainal Said², Hannani Yunus³

¹⁻³Institut Agama Islam Negeri (IAIN) Parepare, Indonesia
Email: ¹⁾ nur.aefih07@gmail.com

Received: 12 May - 2026

Accepted: 20 June - 2026

Published online: 22 June - 2026

Abstract

The development of digital technology has driven significant changes in the economic transaction system of society, particularly through the use of digital platforms such as Shopee. These changes have brought various conveniences to trading activities, but also raise new challenges in terms of legal regulation, consumer protection, and the application of Islamic economic law principles. This study aims to analyze the concept of Islamic economic law in digital transactions, examine regulatory challenges in the digital era, and formulate a reconstruction model of Islamic economic law oriented towards the paradigm of justice in transactions on digital platforms. This study uses a normative legal research method with a conceptual and legislative approach, supported by a literature review of various legal sources and relevant literature. The results show that the principles of Islamic economic law, such as justice (*al-'adl*), transparency, and benefit (*maslahah*), remain relevant in regulating digital transactions, but require regulatory reconstruction that is adaptive to technological developments. This reconstruction of Islamic economic law is necessary through strengthening digital contracts, platform responsibility, consumer protection, and the integration of the maqasid al-shariah principle in regulatory development. Thus, the reconstruction of Islamic economic law is expected to be able to create a digital transaction system that is fair, transparent, and oriented towards the welfare of society in the modern digital economic era.

Keywords: Digital Transactions, Islamic Economic Law, Justice Paradigm, Legal Reconstruction, Regulation.

1. Introduction

The development of digital technology has driven a major transformation in the global economic system, including in Sharia-based economic practices (Qalbia & Saputra, 2023). The presence of digital platforms such as e-commerce, financial technology (fintech), and marketplaces has shifted transaction patterns from conventional to digital-based, fast-paced and flexible, where interactions between sellers and buyers take place without face-to-face interaction and involve algorithm-based payment, logistics, and promotion systems (Safitri et al., 2026). This situation presents both opportunities and challenges for Islamic economic law in upholding the principles of fairness, transparency, and halal transactions (Ascarya, 2015).

Table 1. Digital Economic Transformation

No.	Indicator	Main Data	Year	Source
1.	Global e-commerce value	USD 26.7 trillion	2023	UNCTAD (2023)
2.	The value of Indonesia's digital economy	USD 82 billion	2023	Google, Temasek & Bain (2023)
3.	Indonesia's digital economy projections	USD > 130 billion	2025	Google, Temasek & Bain (2023)



No.	Indicator	Main Data	Year	Source
4.	Indonesia’s internet penetration	79.5% of the population	2024	APJII (2024)
5.	Cumulative fintech loan value	>Rp 700 trillion	2024	OJK (2024)
6.	Growth of algorithm-based digital transactions	Used in digital promotions & logistics	2022-2024	World Bank (2022)

The data shows that the development of digital technology has not only transformed economic transaction patterns from conventional to electronic systems, but has also created a new economic ecosystem involving digital payments, modern logistics, and algorithm-based promotion systems. This presents significant opportunities for increasing economic efficiency, but also presents new challenges for legal systems, including Islamic economic law, in upholding the principles of fairness, transparency, and the permissibility of transactions in the modern digital economy (World Bank, 2022; Google et al., 2023).

Islamic economic law has the main objective of realizing justice (*‘adl*), benefit (*maslahah*), as well as avoiding practices that contain elements of *usury*, *gharar* and *maisir*. It is anticipated that these principles can be implemented adaptively within the digital economy, including in the context of cross-border economic activities. The Shopee platform serves as a practical manifestation of this transformation, reflecting the evolving nature of commerce in the digital age. The reality on the ground shows that there are various practices on the Shopee digital platform that have the potential to give rise to sharia issues, such as unclear contracts (*gharar*), price manipulation through false discounts, the use of pay later systems that contain interest elements, as well as an imbalance in the position between the platform and the user (Az-Zuhaili, 2011)

Shopee is one of the platforms with the largest number of active users in Indonesia, demonstrating its dominance and influence in shaping people’s economic behavior. However, this growth has not been fully accompanied by the strengthening of comprehensive Sharia-based regulations.

Table 2. Shopee’s Dominance Data and Indonesian E-Commerce Growth

No	Data Indicators	Key Values/Data	Year	Data source
1.	Percentage of Indonesian internet users who access Shopee	53.22% of internet users use Shopee	2025	Indonesian Internet Service Providers Association (APJII), Indonesian Internet Survey 2025
2.	Percentage of Shopee usage in the previous year	41.65% of internet users use Shopee	2024	APJII, Indonesian Internet Survey 2024
3.	Shopee’s position as the most frequently accessed e-commerce platform	Ranking 1 most accessed e-commerce in Indonesia	2025	APJII, Indonesian Internet Survey 2025
4.	The highest number of monthly e-commerce visits in Indonesia	Shopee has the highest visitor traffic compared to Tokopedia, Lazada, and Blibli	2025	iPrice Group & SimilarWeb, Indonesia E-commerce Map 2025
5.	Shopee’s market share in Southeast Asia	Around 52% of Southeast Asia’s e-	2024	Sea Ltd., Annual Report 2024

No	Data Indicators	Key Values/Data	Year	Data source
6.	The value of Indonesia's digital economy	commerce market share Over USD 130 billion worth of digital economy	2025 Projection	Google, Temasek, & Bain & Company, e-Conomy SEA Report 2022
7.	The biggest contributor to Indonesia's digital economy	The e-commerce sector is the largest contributor to the digital economy	2022-2025	Google, Temasek, & Bain & Company, e-Conomy SEA Report 2022
8.	Distribution of Shopee users by age	Used by various generations (Gen Z to Baby Boomers)	2025	APJII, Indonesian Internet Survey 2025

Data shows that Shopee is one of the platforms e-commerce with significant dominance in Indonesia. The Indonesian Internet Survey conducted by the Indonesian Internet Service Providers Association shows that around 53.22% of Indonesian internet users accessed Shopee in 2025, increasing from 41.65% in 2024, thus placing Shopee as the most frequently used e-commerce platform by the public (Siregar & Padli, 2025). In addition, reports from iPrice Group and SimilarWeb show that Shopee has the highest number of monthly visits compared to other platforms such as Tokopedia, Lazada, and Blibli in Indonesia (iPrice Group & SimilarWeb, 2025). At the regional level, an industry report from Sea Limited shows that Shopee controlled around 52% of the e-commerce market share in Southeast Asia in 2024, which strengthens its position as one of the dominant platforms in the region's digital economy (Sea Ltd., 2024). Meanwhile, the e-Conomy SEA report by Google, Temasek, and Bain & Company projects that the value of Indonesia's digital economy will reach more than USD 130 billion by 2025, with the e-commerce sector as the largest contributor to the growth of the national digital economy based on Google, Temasek, & Bain & Company, 2022 (Hafidz & Aziz, 2025)

An empirical issue related to this is the application of the principle of fairness in digital transactions on the Shopee app. Platform algorithms, rating systems, and even unilateral policies can influence the distribution of profits and risks between the parties involved. As a result, many digital businesses experience limited market share due to these formal policies, while those offering such products may offer more useful and honest products. In this regard, fairness must be understood as substantive equality that takes into account the bargaining power and access to information of the parties (Chapra, 2000).

Based on the reviewed literature, studies of Islamic economic law have tended to focus on classical contracts such as *murabahah*, *salam*, and *istishna* within the context of Islamic financial institutions. Meanwhile, studies specifically examining the reconstruction of Islamic economic law within the context of digital platforms like Shopee are still relatively limited. This creates a research gap, namely a gap between the development of digital economic practices and the development of relevant and applicable Islamic economic legal theory and regulations in that context (Hosen & Rahman, 2020).

Based on this description, it can be concluded that there is an urgent need to reconstruct Islamic economic law to address the dynamics of digital transactions, particularly on platforms like Shopee. This reconstruction encompasses not only normative aspects (contracts and sharia principles) but also regulatory and implementative aspects that can ensure fairness in digital economic practices. Therefore, the objective of this study is to internalize Islamic

economic law to address regulatory challenges and realize a paradigm of fairness in transaction practices on the Shopee digital platform, using library research.

2. Literature Review

2.1. The Concept of Islamic Economic Law

Economics, which is seen as a branch of science that discusses a series of human processes in fulfilling their needs, is not neglected by Islam, in fact Islam discusses this matter a lot, but of course as a characteristic of Islamic economics, it teaches the principles of fundamental values that must underlie economic activities (Arifin et al., 2023).

Islamic economic law is a set of rules that regulate human economic activities based on sharia principles derived from the Qur'an, Hadith, and the *ijtihad* of scholars. According to Muhammad Baqir ash Shadr, Islamic economics contains doctrines that have a functional role as a source of problem solving in economic life related to its ideological concepts and ideals of justice (Shadr, 2008).

According to Ascarya (2015), Islamic economic law aims to regulate economic relations between individuals and institutions by emphasizing the principles of justice, balance, and welfare in every economic transaction. Islamic economic law also emphasizes the importance of contracts as the basis for valid transactions, so that every economic activity must fulfill the pillars and conditions stipulated in sharia.

2.2. The Concept of *Maqāṣid al-Sharī'ah*

The concept of *maqāṣid al-sharī'ah* refers to a fundamental theory in Islamic jurisprudence that explains the higher objectives and purposes of Islamic law aimed at promoting human welfare (*maṣlahah*) and preventing harm (*mafsadah*) in society (Masruroh, 2026). Traditionally, *maqāṣid al-sharī'ah* encompasses the protection of five essential interests (*al-darūriyyāt al-khams*): religion (*ḥifẓ al-dīn*), life (*ḥifẓ al-naḥs*), intellect (*ḥifẓ al-'aql*), lineage (*ḥifẓ al-nasl*), and property (*ḥifẓ al-māl*) (Masruroh, 2026). In contemporary scholarship, this concept has evolved into an analytical framework for assessing whether economic activities align with the principles of justice, transparency, public benefit, and the protection of stakeholders' rights. Consequently, *maqāṣid al-sharī'ah* is understood not only as the normative objective of Islamic law but also as an evaluative tool for addressing social transformations and technological advancements.

In the context of internalizing Islamic economic law to address the challenges posed by Shopee's digitalization, *maqāṣid al-sharī'ah* serves as an important foundation for evaluating digital transaction practices within e-commerce platforms. The principle of protecting property (*ḥifẓ al-māl*), for instance, is highly relevant in preventing fraud, manipulation of product information, and uncertainty in transactions (*gharar*), while the principle of public welfare (*maṣlahah*) provides a basis for developing trading systems that are secure, efficient, and beneficial to both sellers and consumers (Muchasan et al., 2023). Through the lens of *maqāṣid al-sharī'ah*, the digitalization of commerce on Shopee can be assessed not only in terms of formal compliance with Islamic contracts and legal principles but also in relation to its ability to promote justice, consumer protection, transparency, and economic well-being, which constitute the primary objectives of Islamic economic law (Hamka et al., 2024).

2.3. Digital Platform

The development of the digital economy has fundamentally reshaped the economic transaction behavior of social media users. Social networking platforms are no longer merely a medium for interpersonal interaction but have transformed into dynamic trading ecosystems. The significant impact of this digitalization is evident in the shift in consumer consumption patterns, which tend to prioritize efficiency, accessibility without spatial or temporal constraints, and reliance on integrated electronic payment systems (Effendi & Nasution, 2022). In addition to creating transaction efficiency, this phenomenon has also triggered intense reciprocal interactions between platform providers and users, ultimately shaping a new economic culture based on digital trust and the massive influence of social trends.

A digital platform is a technology-based system that enables interaction between users in various activities, including economic transactions, information exchange, and service provision (Ikhsan et al., 2025). In the context of e-commerce, digital platforms function as intermediaries that connect sellers and buyers, enabling transactions to be conducted efficiently in an online environment. One prominent example is Shopee, an app-based marketplace that offers a wide range of features, including product purchasing, digital payment services, and integrated logistics solutions. As a leading e-commerce platform, Shopee plays a significant role in the development of the digital economy by expanding market access, reducing transaction costs, and enhancing trade efficiency (Kenney & Zysman, 2020; Turban et al., 2018).

Furthermore, Shopee provides businesses with opportunities to transform conventional marketing approaches into more effective and persuasive digital sales strategies. This transformation helps overcome geographical barriers and enables firms to reach broader consumer markets (Yuzahrani et al., 2024). Within the digital economy ecosystem, the utilization of Shopee has become a strategic instrument for business growth, particularly for Small and Medium Enterprises (SMEs). Through real-time interactive features, the platform strengthens communication between sellers and consumers, enhances market responsiveness, and improves the bargaining position of SMEs in increasingly competitive markets.

3. Methods

This research is library research which conducted by reviewing various library sources such as books, scientific journals, previous research results, and documents relevant to the research topic. Library research focuses on collecting data from written materials without conducting direct data collection in the field, so that researchers can identify theoretical concepts and legal norms related to Islamic economic law in facing the development of the digital economy, especially those related to transaction practices on digital platforms such as Shopee (Zed, 2017).

This study employed library research because its primary focus is examining the concept of Islamic economic law, digital economic regulations, and the principles of fairness in digital transactions. Data collection techniques used in this study included library research and documentation studies. This study involved collecting various references relevant to the research topic, such as books, scientific journals, scholarly articles, and official documents related to Islamic economic law and the digital economy.

The data analysis technique in this library research was carried out using qualitative analysis, namely by systematically reviewing, categorizing, and interpreting data obtained

from various library (Bungin, 2007). Data analysis was carried out in stages by identifying relevant information, grouping data based on certain themes, and drawing conclusions related to the research focus. The researcher tried to explore several studies in recent years using methods for synthesis (Rofiah & Bungin, 2021). Qualitative analysis in library research aims to produce a deep understanding of the concept of Islamic economic law in the context of the digital economy.

4. Results and Discussion

4.1. Research Results

In the history of the development of Islamic law, the concept of law has been recognized through the mechanism of *ijtihad*. *Ijtihad* is an intellectual effort undertaken by scholars to establish laws for new issues not explicitly regulated in primary legal sources. Through *ijtihad*, Islamic law can continue to develop and adapt to social and technological changes (Zuhaili 2011). In the digital economy, the principle of *maqasid al-shariah* serves as the basis for formulating legal policies that can protect society from various risks of digital transactions (Al-Syatibi 2005). According to Karim (2017), Islamic economic law is not rigid, but is able to evolve according to societal needs.

Islamic economic law is a set of rules derived from the Qur'an, *Hadith*, *Ijma'*, and *Qiyas* that regulate human economic activities to ensure they are in accordance with sharia principles (Agustin et al., 2025). Islamic law tends to be oriented towards moral values, ethics, and social responsibility in every economic activity (Maulida et al., 2024). From an Islamic legal perspective, economic activity is seen as part of worship that must be carried out honestly and responsibly, so that every transaction has a strong spiritual and social dimension (Nurishak et al., 2025). It is clear that Islamic economic law has a normative nature that regulates economic relations and instills ethical values, distinguishing it from conventional economic systems. There are several positive laws and sources of Islamic law related to this, including the following table 3.

Table 3. Laws and Official Data Sources Related to the Principles of Muamalah and Digital Transactions

No.	Regulation / Legal Basis	Main Contents of the Settings	Relevance to Research	Official Source
1.	Law Number 11 of 2008 concerning Electronic Information and Transactions (ITE Law) in conjunction with Law Number 19 of 2016	Regulates that electronic transactions are valid legal acts if they meet legal requirements.	Become the legal basis for the legality of digital and e-commerce transactions	Republic of Indonesia. (2008). Law No. 11 of 2008 concerning Electronic Information and Transactions. Jakarta: State Secretariat.
2.	Law Number 7 of 2014 concerning Trade	Regulating trade through electronic systems, including the obligation for business actors to provide correct information	Relevant to buying and selling practices on marketplaces such as Shopee	Republic of Indonesia. (2014). Law No. 7 of 2014 concerning Trade. Jakarta: State Secretariat.

No.	Regulation / Legal Basis	Main Contents of the Settings	Relevance to Research	Official Source
3.	Law Number 21 of 2008 concerning Sharia Banking	Regulating sharia business activities must be in accordance with sharia principles and DSN-MUI fatwas.	The legal basis of Islamic economics in Indonesia	Republic of Indonesia. (2008). Law No. 21 of 2008 concerning Sharia Banking. Jakarta: State Secretariat.
4.	Government Regulation Number 80 of 2019 concerning Trading Through Electronic Systems (PMSE)	Regulating the implementation of digital trade, marketplaces, and consumer protection	Very relevant to marketplace systems like Shopee	Republic of Indonesia. (2019). Government Regulation No. 80 of 2019 concerning PMSE. Jakarta: State Secretariat.
5.	DSN-MUI Fatwa No. 116/DSN-MUI/IX/2017 concerning Sharia Electronic Money	Regulating the use of electronic money to comply with sharia principles	Relevant to ShopeePay and digital payments	National Sharia Council of the Indonesian Ulema Council (MUI). (2017). Fatwa No. 116/DSN-MUI/IX/2017. Jakarta: DSN-MUI.

Table 4. Fiqh Principles Data (As a Normative Basis)

No.	Jurisprudence Rules	Meaning	Source
1.	God willing, God willing, God willing, God willing	The original law of muamalah is that it is permissible unless there is an argument that prohibits it	Az-Zuhaili (2011)
2.	QS Al-Baqarah: 275	Allah has permitted buying and selling and prohibited usury	The Noble Qur'an

The concept of muamalah in Islamic law is basically based on the principle of permissibility (*Al-Ashlu fi al-Mu'amalat al-Ibahah*), namely that every form of transaction is permitted as long as there is no evidence that prohibits it (Muhit et al., 2022). This principle is based on the rules of Islamic jurisprudence which state that the original law in muamalah is permissible until there is evidence that prohibits it (Zuhaili, 2011). In positive law in Indonesia, recognition of digital transactions is regulated in Law Number 11 of 2008 concerning Information and Electronic Transactions as amended by Law Number 19 of 2016, which states that electronic transactions are valid legal acts if they comply with applicable legal provisions.

Law Number 7 of 2014 concerning Trade and Government Regulation Number 80 of 2019 concerning Trade Through Electronic Systems emphasize that digital trade activities must be carried out transparently and responsibly, thus providing a legal basis for the implementation of electronic transactions on marketplace platforms. In the context of sharia economics, the use of electronic payment systems is also regulated in the DSN-MUI Fatwa Number 116/DSN-MUI/IX/2017 concerning Sharia Electronic Money, which emphasizes that the use of electronic money is permitted as long as it meets sharia principles (DSN-MUI, 2017).

The scope of Islamic economic law encompasses various muamalah activities related to interpersonal relationships in the economic field (Djamil, 2023). These include buying and selling, renting, lending and borrowing, business partnerships, and service transactions. Muamalah in Islam is flexible and adaptive to changing times as long as it does not conflict

with sharia principles (Nuraini et al., 2024). This demonstrates that Islamic economic law is dynamic and able to adapt to technological developments and social changes (Karim, 2017). The flexibility of muamalah demonstrates that Islamic economic law has the potential to continue to develop and be relevant in facing modern economic challenges. Thus, Islamic economic law provides room for innovation as long as it maintains sharia values in its implementation (Zuhaili, 2011). The principle of permissibility in muamalah provides legitimacy for modern economic innovation and serves as an important basis for assessing the compliance of digital transactions with Islamic law.

Thus, digital platform-based transactions require clear legal regulations to provide legal certainty for businesses and consumers. Without legal reform, the existing legal system will struggle to keep pace with rapid technological developments (Lubis et al., 2025). Therefore, sustainable legal internalization is crucial in facing the challenges of digital technology development.

4.2. Discussion

Islamic economic law is a manifestation of the rules of transactions derived from the Quran, *Hadith*, *Ijma'*, and *Qiyas*, which aim to create benefits for humanity. Unlike conventional systems, this law integrates material profitability with moral and spiritual responsibility, so that every transaction is viewed as an act of worship. Internalizing these values in the digital economy is crucial to ensuring that technological advancements do not undermine the principles of honesty, fairness, and transparency.

The research results show a convergence between Indonesian positive law and the principles of muamalah in regulating transactions on Shopee. Literature data from the ITE Law (2008/2016) and Government Regulation No. 80 of 2019 have substantively internalized the values of *amanah* (accountability) and *tabligh* (information transparency). Normatively, this aligns with the principle of "*Al-Ashlu fi al-Mu'amalat al-Ibahah*," where the validity of the marketplace business model is recognized as long as its technical mechanisms do not violate fundamental sharia boundaries. This foundation serves as a starting point for legal practitioners to align new habits in online shopping with universal sharia norms. For Islamic economic law, this recognition is a form of formal support in safeguarding the rights of transacting parties (*hifz al-mal*), in line with the spirit of property protection in Islam.

Furthermore, Law No. 7 of 2014 concerning Trade and Government Regulation No. 80 of 2019 concerning PMSE provide a framework regarding the obligation to provide accurate information. Internalizing the value of *shidq* (honesty) is particularly relevant here, as sellers on Shopee are required to accurately describe products to avoid fraud. Compliance with these state regulations indirectly implements Islamic business ethics, which prohibit any form of fraud in the weighing or quality of goods.

In the context of payment systems, DSN-MUI Fatwa No. 116/DSN-MUI/IX/2017 concerning Sharia Electronic Money serves as an operational guideline for features like ShopeePay. Internalization of this fatwa ensures that funds held in digital wallets are managed according to sharia-compliant contracts, such as *wadi'ah* or *mudharabah*. This aims to prevent usury practices in the use of digital balances, which are often a critical issue in modern financial transactions.

The flexibility of *muamalah* (transactions) allows Islamic economic law to cover a broad spectrum on the Shopee platform, from buying and selling goods (*bai'*) to shipping services (*ijarah*) (Arifin, 2023). The adaptability of Islamic law to social change demonstrates that sharia is not static, but rather responsive to the demands of the times. The ability to internalize old values into new platforms (technology) is a testament to intellectual strength in contemporary *ijtihad*.

The process of legal reconstruction and internalization relies heavily on the mechanism of *ijtihad* to address phenomena not explicitly addressed in classical texts. Amidst accelerating digitalization, legal experts are required to formulate policies capable of mitigating technical risks such as data manipulation and unfair algorithms. Modern *ijtihad* focuses on how to maintain the essence of the law despite the shift to digital means and methods.

Nuraini et al. (2024) research findings suggest that in the face of technological and digital economic developments, flexibility in adapting contemporary contracts to Sharia principles is crucial, ensuring Islamic law remains relevant to changing times. The Indonesian Ulema Council (MUI)'s National Sharia Council (DSN) needs to regularly monitor and evaluate its fatwas to ensure that existing provisions remain aligned with societal dynamics. Public awareness and education regarding the importance of adaptive *ijtihad* and the relevance of Sharia contracts in the modern era are essential, particularly in the context of digital business transactions and Sharia finance.

Ijtihad occupies a central position as an intellectual mechanism that ensures the flexibility and relevance of Islamic law in responding to the dynamics of accelerating change. As a solution to various contemporary challenges, *ijtihad* enables Islamic law to continue to develop dynamically without having to negate the essence of its fundamental values, particularly in the face of new phenomena such as the complexity of digital transactions, advances in health technology, and reforms in family law (Rifaldy, 2025).

Innayah et al. (2025) research findings reveal that the methodology of the four schools of thought remains relevant and provides a basic framework for the development of contemporary Islamic law through an integrative, comparative approach oriented toward the benefit. The principle of Maqashid al-Shariah serves as a moral compass in this internalization process, particularly in protecting the public interest from the dominance of capitalist power. Within the Shopee ecosystem, protecting vulnerable consumers and MSMEs is a top priority to prevent exploitation. Upholding justice in the distribution of information and market access is a concrete manifestation of the implementation of sharia objectives in maintaining the public benefit.

Regulatory challenges in this era arise from the gap between the speed of technological innovation and the formation of formal law. Therefore, the internalization of Islamic economic law requires a proactive and sustainable approach to ensure the legal system is not left behind by market realities. Synergy between religious authorities, the government, and platform managers is essential to creating a digital ecosystem that is not only efficient but also ethically dignified.

5. Conclusion

There remains a gap between the principles of Islamic economic law and the transaction practices currently implemented on the Shopee platform. Although Shopee has introduced various features that support the security and efficiency of digital transactions, potential issues persist regarding the transparency of product information, promotional practices that may involve elements of *gharar* (uncertainty), and the suboptimal integration of Islamic values within transaction mechanisms and consumer protection systems. These findings indicate that compliance with positive law and existing regulations alone does not fully guarantee the realization of the objectives of Islamic economic law, which are centered on justice, public welfare (*maṣlahah*), and the protection of stakeholders' rights.

To address this gap, this study proposes a reconstruction framework for the internalization of Islamic economic law consisting of three main components: (1)

strengthening regulation and supervision of digital transactions based on Sharia principles; (2) integrating the values of maqāṣid al-sharī'ah, particularly the protection of property (*ḥifẓ al-māl*), transparency, and justice, into platform features and policies; and (3) enhancing digital literacy and Islamic economic literacy among both business actors and consumers. Through this framework, e-commerce platforms are expected to function not only as channels for digital trade but also as instruments for promoting ethical, inclusive, and sustainable economic practices.

This study recommends that policymakers strengthen the harmonization between national e-commerce regulations and the principles of Islamic economic law, including the development of Sharia-based guidelines for digital transactions that can be adopted by e-commerce platforms. Furthermore, Shopee and other digital service providers should improve monitoring mechanisms, product information verification systems, and consumer protection measures that are more responsive to Sharia principles. For future research, empirical studies involving users, business actors, and regulators are recommended to assess the effectiveness of the proposed reconstruction framework and to examine its applicability across different e-commerce platforms.

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