

ABSTRAK

Perkembangan teknologi digital telah mendorong meningkatnya aktivitas jual beli *online* melalui *marketplace*, salah satunya adalah Shopee. Dalam praktik transaksi *online*, muncul fenomena *blacklist* yang dilakukan oleh penjual terhadap pembeli tertentu yang dianggap merugikan, seperti pembatalan pesanan secara sepihak, penolakan barang saat COD, *return* berulang, hingga pemberian ulasan negatif yang tidak sesuai. Praktik ini dilakukan sebagai upaya perlindungan usaha agar transaksi berjalan lebih lancar dan risiko kerugian dapat diminimalkan. Namun, di sisi lain, praktik *blacklist* juga menimbulkan persoalan etika karena dapat memutus hubungan transaksi antara penjual dan pembeli. Oleh karena itu, peneliti merasa tertarik untuk meneliti dan menganalisis praktik *blacklist* dalam jual beli *online* di Shopee pada mahasiswa Program Studi Ekonomi Syariah Universitas Trunojoyo Madura ditinjau dari etika bisnis Islam. Penelitian ini bertujuan untuk: (1) Bagaimana dampak praktik *blacklist* dalam proses jual beli *online* di *Marketplace* Shopee terhadap pembeli dan kurir pada akun mahasiswa Ekonomi Syariah UTM, serta (2) menganalisis praktik *blacklist* dalam jual beli *online* di Shopee ditinjau dari etika bisnis Islam pada mahasiswa Program Studi Ekonomi Syariah Universitas Trunojoyo Madura.

Penelitian ini merupakan jenis penelitian kualitatif dengan pendekatan deskriptif. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi terhadap mahasiswa Program Studi Ekonomi Syariah Universitas Trunojoyo Madura yang aktif menggunakan Shopee sebagai media jual beli *online* dan pernah menerapkan praktik *blacklist* terhadap konsumen. Data dianalisis menggunakan bantuan aplikasi NVivo melalui visualisasi *word cloud* dan *project map* untuk mengetahui pola, hubungan tema, serta makna dari hasil wawancara yang telah dilakukan.

Hasil penelitian menunjukkan bahwa praktik *blacklist* dipahami sebagai upaya penjual untuk melindungi usaha dari berbagai risiko transaksi yang dapat menimbulkan kerugian. Ditinjau dari Etika Bisnis Islam, praktik *blacklist* pada dasarnya dapat dibenarkan selama dilakukan berdasarkan alasan yang jelas, objektif, dan tidak sewenang-wenang. Praktik tersebut telah mencerminkan prinsip keadilan (*‘adl*), kejujuran (*ṣidq*), transparansi (*bayān*), dan kemaslahatan (*maṣlahah*) karena bertujuan melindungi penjual dari kerugian, mengurangi risiko pengiriman gagal bagi kurir, serta menciptakan lingkungan transaksi yang lebih aman bagi pembeli yang beritikad baik. Namun, praktik *blacklist* tidak sesuai dengan Etika Bisnis Islam apabila dilakukan tanpa alasan yang jelas, tanpa pemberitahuan, serta mengabaikan hak-hak konsumen. Oleh karena itu, penerapan *blacklist* perlu dilakukan secara proporsional dan tetap memperhatikan nilai-nilai Etika Bisnis Islam agar tercipta keseimbangan hak dan kewajiban antara penjual, pembeli, dan kurir.

Kata Kunci: Etika Bisnis Islam, Jual Beli *Online* ,Praktik *Blacklist*, Shopee.

ABSTRACT

The development of digital technology has driven an increase in *online* buying and selling activities through *marketplaces*, one of which is Shopee. In *online* transactions, the phenomenon of *blacklisting* has emerged, implemented by sellers against certain buyers who are deemed detrimental, such as unilateral order cancellations, rejection of items during cash-on-delivery (COD), repeated *returns*, and inappropriate negative reviews. This practice is implemented as a business protection effort to ensure smoother transactions and minimize the risk of loss. However, on the other hand, *blacklisting* also raises ethical issues because it can sever the transactional relationship between the seller and the buyer. Therefore, the researcher was interested in examining and analyzing *blacklisting* practices in *online* buying and selling on Shopee among students of the Sharia Economics Study Program at Trunojoyo University, Madura, from the perspective of Islamic business ethics. This study aims to: (1) What is the impact of *blacklist* practices in the *online* buying and selling process on the Shopee Marketplace on buyers and couriers on UTM Islamic Economics student accounts, and (2) analyze *blacklist* practices in *online* buying and selling on Shopee from the perspective of Islamic business ethics for students of the Sharia Economics Study Program at Trudnojoyo University, Madura.

This research is a qualitative study with a descriptive approach. Data collection techniques included interviews, observations, and documentation with students of the Sharia Economics Study Program at Trunojoyo University, Madura, who actively use Shopee for *online* buying and selling and have previously *blacklisted* consumers. Data were analyzed using the NVivo application, using word cloud visualization and project maps to identify patterns, thematic relationships, and the meaning of the interview results.

The results of the study indicate that the practice of *blacklisting* is understood as an effort by sellers to protect their businesses from various transaction risks that can cause losses. From the perspective of Islamic Business Ethics, the practice of *blacklisting* is basically justifiable as long as it is carried out based on clear, objective, and non-arbitrary reasons. This practice reflects the principles of justice ('*adl*), honesty (*ṣidq*), transparency (*bayān*), and benefit (*maṣlaḥah*) because it aims to protect sellers from losses, reduce the risk of failed deliveries for couriers, and create a safer transaction environment for buyers in good faith. However, the practice of *blacklisting* is not in accordance with Islamic Business Ethics if it is carried out without clear reasons, without notification, and ignores consumer rights. Therefore, the implementation of *blacklisting* needs to be carried out proportionally and still pay attention to the values of Islamic Business Ethics to create a balance of rights and obligations between sellers, buyers, and couriers.

Keywords: *Blacklisting Practices, Islamic Business Ethics. Online Buying and Selling, Shopee.*