

ABSTRAK

Penelitian ini bertujuan untuk mengetahui praktik jual beli makanan dengan sistem *delivery order* melalui grup WhatsApp Pasar Online Kranji serta menganalisis keabsahan akad, sistem pembayaran, dan perlindungan konsumen menurut perspektif fikih muamalah. Latar belakang penelitian ini didasarkan pada berkembangnya praktik transaksi jual beli berbasis media sosial yang dilakukan secara sederhana melalui pesan WhatsApp tanpa adanya kesepakatan tertulis yang jelas, sehingga berpotensi menimbulkan ketidakjelasan akad dan permasalahan perlindungan konsumen.

Penelitian ini menggunakan metode penelitian kualitatif dengan jenis lapangan (*field research*). Data diperoleh melalui wawancara, observasi, dan dokumentasi yang melibatkan penjual serta pembeli dalam grup WhatsApp Pasar Online Kranji. Analisis data dilakukan secara deskriptif-analitis dengan menggunakan perspektif fikih muamalah.

Hasil penelitian menunjukkan bahwa praktik jual beli makanan melalui grup WhatsApp dilakukan dengan proses promosi produk, pemesanan melalui pesan pribadi, serta pembayaran menggunakan sistem tunai, transfer, dan *cash on delivery* (COD). Dalam perspektif fikih muamalah, praktik jual beli tersebut pada dasarnya diperbolehkan karena telah memenuhi unsur dasar akad, yaitu adanya pihak yang berakad, objek transaksi, serta ijab dan qabul melalui media elektronik. Akan tetapi, dalam praktiknya masih ditemukan beberapa ketidakjelasan terkait spesifikasi barang, waktu penyerahan, dan detail pesanan yang berpotensi menimbulkan unsur gharar apabila tidak dijelaskan secara rinci. Selain itu, perlindungan konsumen dalam transaksi melalui grup WhatsApp masih belum terlaksana secara maksimal karena belum terdapat mekanisme pengaduan dan penyelesaian sengketa yang jelas ketika terjadi kesalahan pesanan maupun keterlambatan pengiriman.

Dengan demikian, diperlukan keterbukaan informasi, kejelasan akad, serta tanggung jawab dari pelaku usaha agar praktik jual beli makanan melalui grup WhatsApp dapat berjalan sesuai dengan prinsip keadilan dan perlindungan konsumen dalam fikih muamalah.

Kata Kunci: Jual Beli Online, *Delivery Order*, WhatsApp Fikih Muamalah, Perlindungan Konsumen.

ABSTRACT

This study aims to investigate the practice of food sales using a delivery order system through the Kranji Online Market WhatsApp group and analyze the validity of the contract, payment system, and consumer protection from a muamalah jurisprudence perspective. The background of this study is based on the development of social media-based sales transactions that are carried out simply via WhatsApp messages without a clear written agreement, thus potentially giving rise to unclear contracts and consumer protection issues.

This study employed a qualitative research method with a field research approach. Data were obtained through interviews, observations, and documentation involving sellers and buyers in the Kranji Online Market WhatsApp group. Data analysis was conducted descriptively and analytically using a muamalah jurisprudence perspective.

The research results show that the practice of buying and selling food through WhatsApp groups involves product promotion, ordering via private messages, and payment using cash, transfer, and cash on delivery (COD) systems. From a muamalah jurisprudence perspective, this practice is essentially permissible because it fulfills the basic elements of a contract, namely the existence of contracting parties, the object of the transaction, and the *ijab* and *qabul* (consent) through electronic media. However, in practice, several ambiguities remain regarding product specifications, delivery times, and order details, which could potentially give rise to elements of *gharar* if not explained in detail. Furthermore, consumer protection in transactions through WhatsApp groups has not been optimally implemented because there is no clear complaint and dispute resolution mechanism for order errors or late deliveries.

Thus, transparency of information, clarity of contracts, and responsibility from business actors are required so that the practice of buying and selling food through WhatsApp groups can run in accordance with the principles of justice and consumer protection in muamalah fiqh.

Keywords: Online Buying and Selling, Delivery Order, WhatsApp Fiqh Muamalah, Consumer Protection.