

ABSTRAK

Penelitian ini membahas fenomena donasi online melalui platform Saweria.co dalam konteks live streaming TikTok pada akun @hobydolan, sebagai bagian dari perkembangan teknologi dan meningkatnya penggunaan media sosial. Munculnya tren donasi ini menjadi cara bagi penonton untuk mengapresiasi kreatifitas konten kreator. Tujuan penelitian adalah untuk menganalisis praktik donasi melalui Saweria serta menilai kesesuaiannya dengan Fatwa DSN-MUI Nomor 112/DSN-MUI/IX/2017 tentang Akad Ijarah. Metode penelitian menggunakan pendekatan kualitatif jenis studi lapangan (*field research*) dengan teknik pengumpulan data berupa observasi, wawancara, dan dokumentasi, serta uji keabsahan data melalui triangulasi.

Hasil penelitian menunjukkan bahwa potongan 5% dari donasi yang diterima konten kreator oleh Saweria menggunakan akad ijarah, yang telah memenuhi syarat dan rukun ijarah secara syar'i. Hubungan antara konten kreator dan pihak Saweria dinilai sah menurut hukum Islam karena adanya kesepakatan ujah (imbal jasa) yang telah disetujui sebelumnya. Selain itu, ditemukan layanan yang ada di live streaming TikTok @hobydolan, yaitu permainan bersama konten kreator yang hanya dapat diikuti oleh penonton yang telah memberikan donasi melalui Saweria. Dalam praktik ini, donasi dipertukarkan dengan jasa berupa akses bermain bersama dan interaksi langsung, yang juga mencerminkan prinsip akad ijarah karena adanya imbalan atas layanan yang diberikan. Dengan demikian, layanan yang ada di live streaming TikTok @hobydolan dan penggunaan platform Saweria dinilai sesuai dengan prinsip akad ijarah dalam Fatwa DSN-MUI Nomor 112/DSN-MUI/IX/2017.

Kata Kunci : Ijarah, Saweria.co, Fatwa DSN – MUI

ABSTRACT

This study examines the phenomenon of online donations through the Saweria.co platform in the context of TikTok live streaming on the @hobydolanan account, as part of technological developments and the increasing use of social media. The emergence of this donation trend has become a way for viewers to appreciate the creativity of content creators. The purpose of this study is to analyze donation practices through Saweria and assess their compliance with the DSN-MUI Fatwa Number 112/DSN-MUI/IX/2017 concerning Ijarah Contracts. The research method uses a qualitative approach, a type of field research, with data collection techniques in the form of observation, interviews, and documentation, as well as data validity testing through triangulation.

The results of the study indicate that the 5% cut of donations received by content creators by Saweria uses an ijarah contract, which has fulfilled the requirements and pillars of ijarah according to sharia. The relationship between content creators and Saweria is considered valid according to Islamic law because of the ujah (reward) agreement that has been agreed upon beforehand. In addition, services were found in the TikTok live stream @hobydolanan, namely games with content creators that can only be participated by viewers who have donated through Saweria. In this practice, donations are exchanged for services in the form of access to play together and direct interaction, which also reflects the principles of the ijarah contract because there is a reward for the services provided. Thus, the services in the TikTok live stream @hobydolanan and the use of the Saweria platform are considered in accordance with the principles of the ijarah contract in the DSN-MUI Fatwa Number 112/DSN-MUI/IX/2017.

Keywords: Ijarah, Saweria.co, Fatwa DSN – MUI