

ABSTRACT

The development of digital technology has transformed community economic activities, including in rural areas. WhatsApp, which was initially used as a communication medium, is now utilized as a social commerce platform for fast and practical buying and selling transactions. This phenomenon can be seen in the WhatsApp Group "Betoyo Makmur Wareg" in Betoyo Village, which is used as a community-based trading medium. The group facilitates promotion and transaction processes; however, several problems still exist, such as the lack of public understanding regarding the application of Islamic economic principles in digital transactions, the potential for unclear product information, and the uncertainty regarding the extent to which the group can improve the community's economy.

This study aims to determine the sales mechanism through the WhatsApp Group "Betoyo Makmur Wareg" and to analyze its sales practices from the perspective of Islamic economics. This research uses a qualitative method with a descriptive approach. Data collection techniques were conducted through observation, interviews, and documentation, while data analysis was carried out through data reduction, data presentation, and conclusion drawing using triangulation techniques. The results indicate that the group contributes to the community's economic activities through the expansion of local product marketing and support for community income.

The results of the study indicate that the sales mechanism is carried out through product offering, negotiation, payment, and product distribution processes. The sales practices in the group are in accordance with Islamic economic principles because they apply honesty, transparency of information, and mutual consent between both parties, while avoiding elements of gharar, riba, and maisir. In addition, the existence of the WhatsApp Group "Betoyo Makmur Wareg" has a positive impact on improving the community's economy through the expansion of local product marketing and increased community income.

Keywords : *Betoyo Makmur Wareg, Gresik, Islamic Economics, Sales*

PEDOMAN TRANSLITERASI ARAB-LATIN

DAFTAR TRANSLITERASI

Penulisan skripsi menggunakan transliterasi Arab-Indonesia yang ditetapkan dalam pedoman teknik penulisan skripsi Fakultas Keislaman Universitas Trunodjoyo Madura sebagai berikut :

NO	ARAB	INDONESIA	ARAB	INDONESIA
1	ا	'	ط	T
2	ب	B	ظ	Z
3	ت	T	ع	'
4	ث	Th	غ	Gh
5	ج	J	ف	F
6	ح	h{	ق	Q
7	خ	Kh	ك	K
8	د	D	ل	L
9	ذ	Dh	م	M
10	ر	R	ن	N
11	ز	Z	و	W
12	س	S	ه	H
13	ش	sh	ء	,
14	ص	s	ي	Y
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