

MARKETING STRATEGIES IN DROPSHIPPING PRACTICES ON TIKTOK SHOP FROM AN ISLAMIC BUSINESS ETHICS PERSPECTIVE

Nuzul Nasyhatul 'Ulya¹

Masyhudan Dardiri²

^{1/2}Prodi Hukum Ekonomi Syari'ah Fakultas Agama Islam Universitas Hasyim

Coresponding: nuzulnasyhaa@gmail.com¹, masyhudandardiri@unhasy.ac.id²

ABSTRACT

This study aims to analyze marketing strategies in the practice of the dropshipping system on the Tiktok Shop Affiliate program and to assess their alignment with the perspective of Islamic business ethics. The study employs an empirical-juridical method using a case study approach. Data were collected through observation, interviews, documentation, and literature review, and were then analyzed using qualitative descriptive methods. The research findings indicate that affiliate marketing strategies are implemented through the creation of video content such as reviews, unboxing videos, and tutorials, as well as the use of calls to action (CTA) to capture consumers' attention. Affiliates also leverage Tiktok features like the yellow shopping cart and the For You Page (FYP) to expand their promotional reach. These strategies demonstrate creativity and innovation in digital marketing. However, from the perspective of Sharia marketing principles, the strategies currently implemented only address the "mind-share" aspect, while "market-share" and "heart-share" remain suboptimal due to the presence of exaggerated claims and a lack of transparency regarding product information. From the perspective of Islamic business ethics, some affiliates have applied the principles of honesty, trustworthiness, and responsibility in their marketing activities. However, these principles have not been consistently applied by all affiliates. Consequently, the marketing strategies used in the practice of dropshipping on the Tiktok Shop Affiliate Program do not yet fully align with the principles of Islamic business ethics.

Keywords: *Marketing strategies, Dropshipping, Tiktok Shop affiliate program, Islamic business ethics.*

INTRODUCTION

The development of digital technology has brought about significant changes in people's economic and business activities. Advances in the internet and the increasingly widespread use of social media have driven the emergence of various digital business models, one of which is the Dropshipping system on the Tiktok Shop platform. This platform is not only used as a form of entertainment but has also evolved into an e-commerce platform that allows users to market products through an Affiliate program. Through this system, an Affiliate can promote products without having to hold inventory and earn a commission from every successful transaction. This makes Tiktok Shop one of the most sought-after digital marketing platforms, particularly among young people and aspiring entrepreneurs.(Nabillah, 2025)

The Dropshipping system is a sales method used by individuals or businesses that do not stock goods or products themselves; instead, the goods are sourced through partnerships with other individuals or businesses who are the actual owners of the goods.(Nubahai, 2019) Affiliate marketing, on the other hand, is a marketing strategy in which an Affiliate (the owner of a marketing account) promotes products or services from other companies and receives a commission for every successful sale made through their Affiliate link. This network- and commission-based system allows Affiliates to reach a wider market without having their own products.(Dewi & Munawaroh, 2025)

In practice, the marketing strategies employed by Tiktok Shop Affiliates involve creating creative content such as product reviews, unboxing videos, live shopping sessions, and tutorials, as well as using calls to action (CTA) to attract consumer interest. Additionally, features like the yellow shopping cart and the For You Page (FYP) are leveraged to expand the reach of promotions. These strategies demonstrate creativity and innovation in digital marketing. However, behind this convenience lie various ethical issues, such as overclaiming, manipulation of product information, lack of transparency, and promotions that do not match the actual condition of the goods. Such practices potentially contain elements of gharar and tadlis, which contradict the principles of Islamic business ethics.

From an Islamic perspective, business activities are not solely focused on material profit, but must also take into account moral values and Sharia principles. The principles of honesty, trustworthiness, justice, responsibility, and transparency form the essential foundation for conducting marketing activities. Therefore, the marketing strategy within the Dropshipping system on Tiktok Shop's Affiliate program needs to be examined more closely to determine the extent to which such practices align with Islamic business ethics. (Ikhsan bayanuloh, SE., 2015,181)

Several previous studies have addressed similar themes. For instance, Firza Rahminda's study examined the ethics of online business promotion on the Tiktok Shop app from the perspective of Islamic economic law. Additionally, Lady Maulidya As'ad's research discussed the use of the Tiktok Affiliate feature from the perspective of fiqh muamalah. Additionally, Maulida Nur Hidayah's research examined Tiktok marketing strategies as a medium for online sales and purchases according to Islamic economics. However, these studies have not specifically analyzed marketing strategies in the practice of Dropshipping on the Tiktok Shop Affiliate program while simultaneously examining them from the perspective of Islamic business ethics.

Based on the above discussion, there is a research gap in that no study has specifically analyzed the marketing strategies of Tiktok Shop affiliates in Dropshipping practices and their alignment with the principles of Islamic business ethics. Therefore, this study aims to analyze the marketing strategies used in Dropshipping practices by Tiktok Shop Affiliates and assess their alignment with the principles of Islamic business ethics.

METHODS

This study employs an empirical legal research method using a conceptual and case study approach. Empirical legal research is used to examine law as a social phenomenon by focusing on the object of study—actual legal behavior—and the data sources used for analysis. The conceptual approach was chosen because it draws upon perspectives and doctrines developed within legal science; this study examines key concepts of Islamic business ethics—such as honesty, justice, and social responsibility in transactions—which serve as the conceptual foundation for evaluating how marketing operates within the Dropshipping system on the Tiktok Shop Affiliate platform. The case study approach was chosen because it is frequently used to study social phenomena; through this approach, the researcher can gain a deeper understanding of the behavior, motivations, and application of ethical values by the actors involved in these marketing activities.

The research was conducted in Jombang Regency, with the research subjects being Tiktok Shop Affiliates who engage in Dropshipping. The informants in this study consisted of five Tiktok Shop Affiliates: Khairun Nisa, Yuliana Agustin, Aula Nur, Umul Khoirotus, and Della Rahma. These

informants were selected because they have direct experience and involvement in Affiliate marketing practices on Tiktok Shop, enabling them to provide relevant data aligned with the research focus.

In this study, the researcher served as the primary instrument, directly involved in the process of collecting data in the field. The researcher's involvement took the form of observation, interviews, and documentation to obtain in-depth and accurate data regarding marketing strategies and the application of Islamic business ethics in the practice of Dropshipping on the Tiktok Shop Affiliate platform.

Data collection methods included observation, interviews, documentation, and a literature review. Observation was used to directly observe Affiliate marketing activities on Tiktok Shop. Interviews were conducted in person with informants to gather information regarding marketing strategies, the use of Tiktok Shop features, and the application of Islamic business ethics principles. Documentation was used to supplement the research data in the form of photos, notes, and other supporting documents. Meanwhile, the literature review was conducted by examining books, journals, articles, and legal sources related to marketing strategies, Dropshipping, Affiliate marketing, and Islamic business ethics.

The data obtained was then analyzed descriptively using an inductive approach. The analysis was conducted through the stages of data reduction, data presentation, and drawing conclusions. The collected data was then selected, interpreted, and analyzed to gain an understanding of marketing strategies in the practice of Dropshipping on the Tiktok Shop Affiliate program and their alignment with the principles of Islamic business ethics.

RESULT AND DISCUSSION

A strategy is a comprehensive approach that involves planning and implementing ideas over a specific period of time, including coordination among team members, a clear focus, the identification of logical supporting factors, the efficient use of funds, and the application of tactics to effectively achieve objectives.(Oktarini, 2022, 1)

Marketing, on the other hand, is an economic activity that creates economic value as the basis for determining the prices of goods and services. This value-creation process involves production, marketing, and consumption, as well as efforts to build long-term relationships with consumers. The core of marketing is based on the concepts of needs, wants, and demand. Needs are basic human necessities; a need becomes a want when directed toward a specific object, while demand is the desire for specific products supported by the ability to pay.(Huda et al., 2017, 5)

The concept of marketing from a Sharia perspective encompasses all business activities involving the creation, offering, and exchange of value, thereby enabling participants to grow and utilize its benefits—all grounded in honesty, justice, transparency, and sincerity, in accordance with processes based on Islamic commercial contracts. Therefore, marketing concepts and characteristics that contradict Sharia values, are unethical, harm one party, or are unprofessional must be avoided to ensure business sustainability. This approach transforms business not merely into a means of earning profit to meet worldly needs, but also into a way to attain blessings in the hereafter.(Sari et al., 2021, 13) This aligns with Quranic verse Al-Jatsiyah:18

ثُمَّ جَعَلْنَاكَ عَلَىٰ شَرِيعَةٍ مِّنَ الْأَمْرِ فَاتَّبِعْهَا وَلَا تَتَّبِعْ أَهْوَاءَ الَّذِينَ لَا يَعْلَمُونَ ۚ ١٨



which means, “Then We have established for you a way of life regarding this matter; so follow it, and do not follow the whims of those who do not know.” (Qs. Al-Jatsiyah 25:18)

Thus, there are three basic concepts in Islamic marketing, namely:

First, Mind-share strategy, which refers to thinking creatively, innovatively, and wisely when generating ideas to market a product or service.

Second, Market-share strategy, which involves our efforts to influence the target market through well-written, well-illustrated, or well-spoken content that is respectful and courteous.

Third, Heart-Share Strategy, marketing grounded in religious values and carried out wholeheartedly in all transactions to satisfy consumers and stakeholders. (Ikhsan bayanuloh, SE., 2015)

This study was conducted on five Tiktok Shop Affiliates in Jombang Regency who engage in Dropshipping. The research data was collected through observation, interviews, documentation, and a literature review. The study focused on the marketing strategies used by the Affiliates and their alignment with the principles of Islamic business ethics.

Based on interviews with Affiliates:

First, Khairun Nisa (@nsaa.0902) uses a marketing strategy involving product review videos and live shopping on Tiktok. In her marketing efforts, she utilizes the yellow shopping cart feature and calls to action (CTA) to encourage consumers to make purchases directly. This strategy aims to capture the audience’s attention through persuasive and interactive communication. The challenge faced is the high level of content competition among affiliates, so creativity is essential to ensure the content remains engaging for Tiktok users.

Second, Affiliate Aula Nur (Spillbyyza) uses a marketing strategy that relies solely on product videos as a promotional medium. However, the source admitted that in their marketing efforts, they often use product photos taken from Google, which are then edited for content purposes.

Third, Affiliate Umul Khoiratus (Umyuul) uses a marketing strategy that involves creating short videos and product photos, which are then linked to the yellow shopping cart. These promotions are typically conducted using either the Affiliate’s own products or free samples provided by the store owner. However, the source admitted that in practice, there is a tendency to exaggerate the product’s benefits so that the content attracts attention and has the potential to appear on the For You Page (FYP), thereby drawing consumer interest.

Fourth, Affiliate Yuliana Agustin (ylllanaa) uses a marketing strategy centered on unboxing videos and product tutorials. This strategy is designed to provide consumers with a clearer picture of the product, thereby boosting buyer confidence. Additionally, she leverages the For You Page (FYP) to ensure her content reaches a wider audience on Tiktok. The source observed the phenomenon of AI video usage by some Tiktok Affiliates; in her view, marketing strategies not grounded in real-world experience can erode consumer trust in Dropshipping Affiliate practices.

Fifth, Affiliate Della Rahma (Nayilanabila) employs a marketing strategy that emphasizes the frequency and consistency of content, specifically by creating promotional videos up to three times a day, sharing product links with friends, and promoting products through other social media platforms such as Instagram. She believes this strategy is essential for expanding her customer reach and increasing the likelihood of transactions.

Based on an analysis of the three concepts of Sharia marketing, it can be concluded that the marketing strategies used in the practice of Dropshipping on the Tiktok Shop Affiliate program do not yet fully comply with the principles of Sharia marketing as a whole, because:

In terms of mind-share:

Affiliate Khairun Nisa: The source demonstrates a high level of creativity in marketing, such as the use of storytelling, product education, and live reviews. This strategy reflects an innovative approach to capturing the audience's attention.

Affiliate Aula Nur: The source uses a simple strategy involving unboxing video content. While effective, it is less innovative compared to other sources.

Affiliate Umul Khoirotus: The source uses video content as the primary strategy, following digital marketing trends.

Affiliate Yuliana Agustin: The source uses a simple strategy involving video content and unboxing.

Affiliate Della Rahma: The source demonstrates creativity through consistent content and the use of various platforms.

In terms of Mind-Share, this aspect is well-met because it demonstrates creativity and innovation in marketing.

In terms of market share:

Khairun Nisa Affiliate: In terms of marketing tactics, the source employs effective communication through CTA and active engagement with the audience. Additionally, they reject black campaign practices, demonstrating a commitment to ethical standards.

Affiliate Aula Nur: There is an issue with the use of product photos from Google without a clear explanation, which could potentially reduce transparency; this is inconsistent with the concept of Sharia marketing.

Affiliate Umul Khoirotus: The source acknowledges the practice of exaggerating product advantages to attract attention; this is inappropriate as it does not align with the concept of Sharia marketing.

Affiliate Yuliana Agustin: The source presents the product's strengths and weaknesses in a more realistic manner.

Affiliate Della Rahma: The source employs effective communication strategies and actively answers consumer questions.

Regarding market share, practices inconsistent with Sharia marketing strategies are still observed, such as a lack of transparency in information, product overpromising, and dishonesty in product information.

In the Heart-Share aspect:

Khairun Nisa Affiliate: The awareness to reject unethical practices such as black campaigns Demonstrates moral values and responsibility in business.

Affiliate Aula Nur: The interviewee demonstrates ethical awareness, evident in their acknowledgment of potential violations and the importance of honesty.

Affiliate Umul Khoirotus: The interviewee understands the importance of honesty but has not yet been able to apply it consistently. This is problematic because there is a gap between ethical understanding and actual practice.

Affiliate Yuliana Agustin: The interviewee emphasizes consumer trust and criticizes the use of non-original (AI-generated) content; the interviewee demonstrates a balance between marketing strategies and Islamic business ethics.

Affiliate Della Rahma: Emphasizes honesty and patience as core principles in marketing.

Regarding the Heart-Share aspect, some affiliates have demonstrated awareness of spiritual values and Islamic business ethics; however, their implementation remains inconsistent due to market demands and digital competition.

Thus, it can be concluded that affiliate marketing strategies are at a reasonably appropriate stage but have not yet optimally implemented the concept of Sharia marketing.

Tabel 1. Affiliate marketing strategy

No	Affiliate Name	Mind-Share (Creativity)	Market-Share (tactics)	Heart-Share (Value)	Notes
1	Khairun Nisa	Excellent (Storytelling, Education, reviews)	Good (CTA, engagement, and avoiding negative Campaigns)	Excellent (maintaining business ethics)	Most aligned with the concept of sharia marketing
2	Aula Nur	Adequate (Unboxing video)	Inadequate (Uses photos from Google and lacks transparency)	Adequate (Demonstrates ethical awareness)	Needs improvement in transparency
3	Umul Khoirotus	Satisfactory (Promotional vidio)	Unsatisfactory (Exaggerated product claims)	Unsatisfactory (Inconsistent)	Not yet ethically sound
4	Yuliana	Fair (Video and Unboxing)	Good (Realistic, doesn't gloss over flaws)	Good (maintains trust)	Fairly accurate
5	Della Rahma	Excellent (Consistent, multi-platform)	Excellent (Good communication with customers)	Good (Honest and patient)	Appropriate

In the practice of Dropshipping on the Tiktok Shop Affiliate program, the marketing strategies employed by participants are not only evaluated based on their effectiveness in attracting customers, but must also be assessed for their alignment with the principles of Islamic business ethics. The guidelines on Islamic business ethics emphasize that all economic activities must be grounded in moral and spiritual values. There are five principles of Islamic business ethics, namely:

First, Unity: The principle of unity emphasizes that business activities must be in harmony with Islamic spiritual values and cannot be separated from ethics.

Second, Equilibrium: This principle relates to fairness and not causing harm to others.

Third, responsible free will: Affiliates have freedom in their marketing strategies, but must not harm others.

Fourth, Accountability: Every marketing action must be accountable.

Fifth, Truth, which encompasses honesty and virtue (transparency). This is the most important principle in Islamic business ethics.(Aziz, 2013, 21-35)

Based on the research findings, each informant demonstrated varying degrees of alignment with different marketing strategies, and the results of the analysis regarding Islamic business ethics also differed. The results of the analysis are as follows:

First, Khoirun Nisa Affiliate Program:

In terms of mind-share, Khoirun Nisa uses storytelling, product education, and firsthand reviews to capture the audience's attention. This strategy demonstrates creativity in digital marketing and aligns well with the principles of unity, equilibrium, free will, and responsibility, as it fosters effective communication and provides product information to consumers. However, the principles of truth, goodness, and honesty have not yet been fully optimized, as there remains a tendency to emphasize the product's strengths, so product information transparency still needs to be improved.

In terms of market share, Khoirun Nisa employs active communication through CTA and audience engagement, while rejecting negative campaigning. This strategy reflects the principles of unity, balance, free will, responsibility, and honesty, as it demonstrates healthy business competition and effective marketing communication with consumers.

In terms of heart-share, Khoirun Nisa demonstrates moral awareness in digital marketing by rejecting unethical practices and maintaining good relationships with both consumers and fellow business owners. This strategy aligns well with Islamic business ethics, as it reflects responsibility, business morality, and the practice of honesty in marketing communications.

Second, Aula Nur Affiliate Program:

In terms of mind-share, Aula Nur employs a simple marketing strategy involving unboxing videos to showcase products directly to consumers. This strategy aligns well with the principles of unity, equilibrium, free will, and responsibility because it helps consumers get a clear picture of the product before purchasing. However, the principles of truth, goodness, and honesty are not fully realized if the information provided only highlights the product's advantages without openly explaining its shortcomings.

In terms of market share, Aula Nur utilizes digital media and product photos from Google as part of its marketing strategy. This strategy demonstrates the freedom available in digital marketing; however, it does not fully align with Islamic business ethics due to a lack of transparency regarding product information. The use of photos not sourced from personal documentation risks creating a mismatch between consumer expectations and the actual condition of the product, thereby failing to fully uphold the principles of balance, responsibility, and honesty.

In terms of heart-share, Aula Nur demonstrates a sense of moral awareness and an understanding of the importance of honesty in digital marketing. This is evident in her acknowledgment of potential ethical violations and the importance of maintaining consumer trust. This strategy aligns well with Islamic business ethics as it reflects a sense of responsibility and the value of honesty, although its implementation in marketing practices still needs improvement.

Third, Umul Khoirotus Affiliate Program:

In terms of mind-share, Umul Khoirotus employs a marketing strategy using video content that follows digital trends to capture the audience's attention. This strategy aligns well with the principles of unity and free will, as it demonstrates creativity in utilizing social media as a marketing tool. However, the principles of equilibrium, responsibility, as well as truth, goodness, and honesty have not yet been fully optimized, as the content focuses more on visual appeal and virality rather than providing detailed and transparent product information.

Regarding market share, Umul Khoirotus acknowledges the practice of exaggerating a product's advantages to attract consumer attention. While this strategy demonstrates the use of digital marketing communication, it does not fully align with Islamic business ethics because product information is presented in an exaggerated and less-than-objective manner. This situation means that the principles of balance, responsibility, and honesty are not fully upheld, potentially leading to exaggerated claims in marketing.

Meanwhile, regarding heart-share, Umul Khoirotus understands the importance of honesty in digital marketing but has not yet been able to consistently apply it in practice. Although affiliates strive to maintain relationships with consumers through marketing communications, there remains a gap between the understanding of Islamic business ethics and actual marketing practices. Therefore, Umul Khoirotus's marketing strategy regarding the heart-share aspect is still not fully aligned with Islamic business ethics, as consistency in applying the principles of honesty and responsibility has not been optimally implemented.

Fourth, Yuliana Agustin Affiliate Program:

In terms of mind-share, Yuliana Agustin uses a marketing strategy involving product unboxing videos to help consumers get a direct sense of the product. This strategy aligns well with the principles of unity, equilibrium, free will, and responsibility, as it fosters effective communication and provides product information to consumers. However, the principles of truth, goodness, and honesty are not yet fully optimized if the information presented continues to emphasize the product's strengths over its weaknesses.

In terms of market share, Yuliana Agustin presents the strengths and weaknesses of her products more realistically in her marketing content. This strategy aligns well with Islamic business ethics because it demonstrates transparency, accountability, and honesty toward consumers.

Consumers receive more balanced product information, which helps build positive relationships and boost trust in digital marketing activities.

Regarding the heart-share aspect, Yuliana Agustin emphasizes the importance of consumer trust and criticizes the use of inauthentic content, such as AI, in digital marketing. This strategy demonstrates a balance between marketing creativity and the application of Islamic business ethics, as affiliates strive to maintain product quality, the authenticity of product information, and honest communication with consumers. Therefore, Yuliana Agustin's marketing strategy aligns well with Islamic business ethics, particularly in terms of honesty, responsibility, and maintaining consumer trust.

Fifth, Della Rahma Affiliate Program:

In terms of mind-share, Della Rahma demonstrates marketing creativity through consistent content and the use of various digital platforms to reach consumers. This strategy aligns well with the principles of unity, free will, and responsibility, as it helps build broad communication and demonstrates active engagement in digital marketing. However, the principles of equilibrium, as well as truth, goodness, and honesty, are not yet fully optimized when marketing is more focused on increasing sales and commissions rather than product information transparency.

In terms of market share, Della Rahma employs active and interactive communication with consumers, including answering consumer questions throughout the marketing strategy process. This strategy is consistent with Islamic business ethics as it fosters good relationships with consumers, promotes transparency, emphasizes accountability, and ensures more transparent marketing communication.

Regarding the concept of "heart-share," Della Rahma emphasizes the importance of honesty and patience in digital marketing activities. This strategy demonstrates the application of moral values, responsibility, and honesty in building consumer trust. Additionally, Affiliates strive to maintain a balance between the goal of generating profit and the application of Islamic business ethics in marketing communications.

Based on an analysis of the marketing strategies employed by Tiktok Shop Affiliates, it can be concluded that the alignment of marketing strategies in dropshipping practices with Islamic business ethics—as measured by mind-share, market-share, and heart-share—has generally been sufficiently met, particularly regarding the principles of unity, free will, responsibility, and certain aspects of equilibrium. Affiliates demonstrate marketing creativity through unboxing videos, product education, active communication, CTA, live shopping, and the use of various digital platforms to build relationships with consumers and enhance marketing appeal. Additionally, some Affiliates have incorporated moral values into their marketing by maintaining good communication, rejecting black campaign practices, emphasizing the importance of consumer trust, and prioritizing honesty and patience in digital marketing activities. However, the application of the principles of truth, virtue, and honesty has not yet been fully optimized, as practices such as overpromising, the use of product photos that lack transparency, the presentation of information that overly highlights product advantages, and a gap between the understanding of Islamic business ethics and actual marketing practices in the field are still observed. Therefore, affiliate marketing strategies do not yet fully align with Islamic business ethics in all respects and still require improvement in terms of honesty, transparency, balance, and accountability in digital marketing.

Tabel 2. Suitability of affiliate marketing strategies

No	Affiliate	Mind-Share	Market-Share	Heart-Share	The Relevance of Islamic Business Ethics
1	Khoirun Nisa	Storytelling, product education, and live reviews.	Active communication through CTA and rejecting negative campaigning.	Maintaining good relationships and rejecting unethical practices.	It's quite appropriate, but product information transparency needs to be improved.
2	Aula Nur	Unboxing videos help consumers understand a product, but they still have the potential to highlight the product's strengths.	Using digital media and Google Photos.	We understand the importance of honesty, but its implementation is not yet optimal.	It's quite appropriate, but transparency and honesty still need to be improved.
3	Umul Khoirotus	The video content follows digital trends, but the product information lacks detail and transparency.	There is a tendency to exaggerate the benefits of a product, which could lead to false claims.	Understands the importance of honesty, but has not yet been consistent in putting it into practice.	It is not entirely appropriate because the principles of honesty and responsibility have not yet been fully implemented.
4	Yuliana Agustin	Unboxing videos help consumers understand a product, but they still tend to highlight the product's strengths.	Presenting the product's strengths and weaknesses in a realistic and transparent manner.	Maintaining consumer trust and emphasizing the accuracy of product information.	It is quite appropriate because it embodies openness, honesty, and responsibility.
5	Della Rahma	They are consistent in creating content and leveraging various digital platforms, but product	More open, active, and interactive communication with customers.	Emphasizing honesty, patience, and maintaining customer trust.	It's quite appropriate because it demonstrates responsibility and the value of honesty.

transparency is
not yet optimal.

CONCLUSION

The marketing strategy for Dropshipping on Tiktok Shop's Affiliate program incorporates three aspects of Islamic marketing: mind-share, market-share, and heart-share.

The alignment between marketing strategies and Islamic business ethics, as viewed through the three aspects of Sharia marketing—Mind-share, Market-share, and Heart-share—generally aligns well with the concepts of Sharia marketing and Islamic business ethics, particularly regarding the principles of free will, unity, responsibility, and equilibrium. However, the application of the principles of truth, fairness, and honesty has not yet been fully optimized, as practices such as overpromising, a lack of transparency regarding product information, and a disconnect between the understanding of Islamic business ethics and actual marketing practices in the field are still observed. Therefore, the marketing strategies of affiliates are not yet fully in line with Islamic business ethics as a whole and still require improvement in terms of honesty, information transparency, and responsibility in digital marketing.

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