



THE USE OF TIKTOK AND SNACK VIDEO APPLICATIONS AGAINST STUDENT INCOME BASED ON JU'ALAH AKAD (Case Study Of Students Of The Faculty Of Economics And Business, Malikussaleh University)

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Abstract

This study examines the practice of using the TikTok application and video snacks for Malikussaleh University Faculty of Economics and Business students in generating income based on the Ju'alah contract. The population in this study are all active students of the Faculty of Economics and Business, Malikussaleh University from 2015-2022, with a total of 3,450 students, including 872 students (S1), 2,578 students (S2) with a sample size of 10 (Ten) respondents consisting of 6 (Six) users of the tiktok application and 4 (Four) users of the video snack application. With the research method in the form of a qualitative analysis method by conducting direct interviews with respondents to get answers to the problems studied. The results showed that there is a practice of using the TikTok and Snack Video applications in obtaining income for students of the Faculty of Economics and Business, Malikussaleh University which is in accordance with the provisions of the Ju'alah contract. where in this Tiktok and Snack Video application there are Ja "il parties (Tiktok and Snack Video developers) and Ma "jul lah parties (Tiktok and Snack Video users). In addition, in the Tiktok and Snack Video applications there is also an object of Ju'alah work, where the object of Ju'alah in the Tiktok and Snack Video applications is to download the Tiktok application, invite friends (new users) and watch videos. However, there are several things that must be considered that a person or new user who is invited is not under duress then also not under threat from the inviting user. Furthermore, videos or content viewed in the Tiktok application and video snacks must not contain things that violate Shari'a such as videos that have elements of immorality and others that are prohibited by Shari'a..

Keywords: *Social Media, Income, Akad Ju'alah.*

INTRODUCTION

Technological developments in the field of communication and information have led to changes and developments in humanity in various aspects of life. We have entered the era of digital life, where the use of the internet and smartphone devices and social media has become commonplace. In addition to the ease of technology and the demand for people's lives to be more adaptive and dynamic in facing the challenges of rapid change. In comparison, life changes are like a coin that has two sides of life, namely the positive side and the negative side (Chotijah Fanaqi, 2021). One of the positive sides is the development of technology in the field of communication, which of course makes it easier for users to access information. However, if not used properly, this feature can be an obstacle, especially for the younger generation. As a form of easy access to information, the internet is often used to find things that can damage the morals and mindset of the younger generation, so it is very natural that the use of this technology requires user policy when using it (Chotijah Fanaqi, 2021).

The use of social media as a result of simple internet use is one of the influences that cannot be denied today. According to Kominfo data in 2020, the number of social media users in Indonesia has increased significantly, or around 196.7 million Indonesians who are active on social media in 2020. One of the most popular social media experiencing a very sharp development in 2020 is the TikTok application (Chotijah Fanaqi, 2021). This application is widely used by various groups of all ages, which may contain content that contains negative elements in the application. The presence of negative content can certainly hinder the mental development of its users, who are

on average under 18 years old because they are still unstable in their stance and thinking. Adolescence is a transitional period from children to adulthood, where there is development both physically and mentally (Adawiyah, 2020).

With today's technological advances, people can easily make money by watching advertisements, films or videos on special online applications. The video snack application is one of the most popular video watching applications among Indonesians today. This application allows a person to make money by watching video content sent by users, running daily check-in missions, and inviting friends to join using it (Raudatunnisa et al., 2021). Recently, many students have accessed the tiktok and snack video applications just to get the benefits, even though in the process, the tiktok and snack video applications are not known for sure that they are in accordance with the provisions of Sharia. Islam as Ad-din contains comprehensive and perfect teachings (syumul). Islam regulates all aspects of human life, not only aspects of worship but also aspects of muamalah, especially Islamic economics. One of the teachings of Islam that regulates human life is the economic aspect (muamalah, iqtishodiyah). Islamic teachings about the economy quite a lot both in the Qur'an, Sunnah as well as Ijtihad scholars. Therefore, as a Muslim, in doing something must pay attention to whether it is in accordance with Islamic law. Likewise in transactions, either exclusive (offline) or non-exclusive (online) transactions. One form of transaction is a ju'alah transaction or ju'alah contract (Afriani, 2018).

LITERATURE REVIEW

1. Social media

Social media is a content platform created by people using accessible publishing technology and designed to facilitate communication, influence and interaction with society at large. Until now, the practice of marketing via social media has developed and has even been chosen as a marketing channel to promote company brands. Social media as a group of online applications is based on the ideological and technological foundations of web 2.0 and allows easy creation and exchange of generalizations (Syahputro, 2020). According to Julia T Woods, in her book entitled Communication In Our Lives, Social Media is Blogs open new possibilities for interacting and building communities (2009:316). What this means is that media creates many possibilities for interaction within it and also has the ability to create a new community (Onainor, 2019).

2. TikTok

The TikTok app is a Chinese social network and music video platform launched in September 2016. The app allows users to create short music videos. In the first quarter (Q1) of 2018, TikTok became the most downloaded application with 45.8 million downloads. This figure managed to beat several other popular applications such as YouTube, WhatsApp, Facebook Messenger and Instagram. Most of the TikTok application users in Indonesia are school children and the millennial generation or known as Generation Z (Bulele & Wibowo, 2020). According to Putra (2018), the TikTok application is an application that provides unique and interesting special effects that users can use easily so they can create short videos with cool results and can be shown off to friends or other users. This short video social application has a lot of music support so that users can perform with dance, freestyle and much more, thereby encouraging the creativity of users to become content creators (BSI Jakarta Communication Academy, 2018).

3. Video Snacks

Snack video is a platform with millions of users who post short videos to share with the entire community. Recommended videos depend on each user's preferences. In addition, the algorithm expands the boundaries of the user's individual preferences. This is to avoid duplicate content and information, which can then be monetized, combined with member likes, following profiles, inviting others to join, and watching videos from featured lists. Interestingly, this application has a currency system that can be exchanged for money, linked to members' likes, following profiles, inviting other people to join and watch videos (Syarita Tahir, 2022). According

to Melisa (2021) Snack Video is an entertainment application that displays short videos consisting of various categories ranging from entertainment, news, fashion, a collection of tips, and several other video choices (Store 2021). The Snack Video application started to gain a lot of interest when they held an event in the form of a mission for its users in early 2021 (Raudatunnisa et al., 2021). The indicators for social media in general are: (Setiawati et al., 2016): Convenience and Trust, According to Rasyidah (2017:63) there are social media indicators specifically (Muhammad Irfan, 2019).

1. Time allocation for accessing social media
2. Owned social media accounts
3. Uses/reasons for using social media
4. Positive and negative impacts of using social media

4. Income

Income is one of the most important economic factors that can improve the standard of living of many people through the production of goods and services. The amount of a person's income can be influenced by the type of job, working hours and a person's level of education. Income refers to everything obtained from business results in the form of money or goods (Azzochrah et al., 2019). Income according to Baroroh (2019) is all the results received by a person or individual in the form of money or goods from the results of work in the service or production sector, which are obtained daily, weekly or monthly in accordance with the initial work contract (Maryawan, 2021). Income indicators according to Bramastuti in (Fitroh 2019) include: (Maryawan, 2021).

- a. Income received monthly
- b. Employment
- c. Family burdens borne.

This research uses income variables with indicators adopted from Danang (2017), namely:

- a. Income or sales turnover, income obtained from business actors within a certain period of time.
- b. Business profit, profit or profits obtained from sales of production

5. Ju'alah

Imam Syamsyuddin Muhammad Ibnu al Khatib Asy Syarbini, who was followed by Wahbah al Zuhaili in his book, defines al-Ju'alah with the expression that, al-Ju'alah is a custom (responsibility) of giving agreed rewards for a certain work or work that has not yet been completed. can definitely be implemented (Arifah Hilmi, 2021). According to Abd. Rahman al-Jaziri, what is meant by ju'alah (giving wages) is giving someone or mentioning a gift in a certain amount to someone who carries out a special act, known or unknown (Afriani, 2018). The contract ju'alah, ju'l or ju'liyah in linguistic terms is something that is given to someone who has succeeded in carrying out a certain action, or it could also mean something that is given to someone in exchange for having done a certain action. According to fiqh experts, a sale contract can be interpreted as a gift (bonus, commission or certain wages), so ju'alah is a contract or obligation according to the will of another party. Meanwhile, according to the Islamic law, a sales contract is an obligation to provide clear compensation for any work or uncertainty that is difficult to know (Ifyan, 2022).

a. Dasar Hukum Akad Ju'alah

- a) Q.s. Yusuf ayat 72

قَالُوا نَفَقْدُ صُورَاعِ الْمَلِكِ وَلِمَنْ جَاءَ بِهِ حِمْلُ بَعِيرٍ وَأَنَا بِهِ زَعِيمٌ

Meaning: The callers said, "We lost the king's cup, and whoever can return it, will get food (as heavy as) a camel's load, and I guarantee that. (Q.S Yusuf :72).

b. Difference between Ju'alah Agreement and Service Agreement (Ijarah).

Apart from ju'alah, there are also ijarah (service) contracts where the ijarah contract is always accompanied by the words reward or wages which is also called ujarah. The etymological

meaning of Ijarah comes from the word al-ajru which means al-'Iwadh or change, which is why ats-Tsawabu in the context of reward is also called al-Ajru, namely wages. Even though ujraoh/ijarah and ju'alah have the same meaning, they can be differentiated from five aspects, namely:

1. First, in ju'alah the promised wages or prizes may only be received by people who state they are capable of realizing what is the object of the work or action, if the work or action has realized the results perfectly. Meanwhile, in ijarah, the person carrying out the work is entitled to receive wages in accordance with the size or level of performance he has provided even though the work has not been carried out perfectly.

2. Second, in ju'alah there is an element of gharar (fraud, speculation, chance) because there is uncertainty in terms of the time limit for completing the work or the method and form of completing the work. Meanwhile, in ijarah, the deadline for completion, the form of work and the method of work are stated explicitly in the agreement, so that the person carrying out the work in ijarah must carry out the work that is the object of the agreement in accordance with the time limit and form of work stated in the transaction.

3. Third, in ju'alah it is not permissible to provide wages or gifts before the work is carried out. Meanwhile, in ijarah, payment of wages is justified in advance, either in whole or in part, both before the work is carried out and while the work is in progress.

4. Fourth, legal actions carried out in ju'alah are voluntary. So what is promised may be canceled (fasakh) as long as the work has not started without causing legal consequences, while ijarah is a transaction that is binding on all parties entering into a work agreement. Thus, if the agreement is cancelled, then this action will have legal consequences for the party concerned, one of the parties entering into the ijarah agreement can file a claim for compensation against the other party if the ijarah agreement is cancelled.

5. Fifth, in terms of its scope, the Maliki School establishes the rule that everything that is justified as an object in a ju'alah transaction may be an object in an ijarah transaction, but not everything that is justified as an object in an ijarah transaction is also permitted to become an object in a ju'alah transaction. In other words, the scope of ijarah is wider than the scope of ju'alah. Based on these rules, the work of digging a well to find water, or being a housemaid for a month, for example, can be an object in an ijarah transaction, but not an object (Nefli Sri Rahayu, 2022).

The indicators for the ju'alah contract are as follows: (Arif, 2019):

- a. pronunciation (contract)
- b. People who promise reward
- c. Work to be carried out
- d. Wages

METHOD

1. Research Objects and Locations

The research location is the place where the researcher obtains information about the required data. Researchers obtain the necessary data at the research location. This research was conducted at the Faculty of Economics and Business, Malikussaleh University. The choice of research location is in accordance with the author's initial observations regarding the practice of using the TikTok and snack video applications that occurred at the Faculty of Economics and Business, Malikussaleh University (Rahmawati & Dewi, 2020).

2. Population and Sample

Sugiyono (2012:19) explains the term population as a generalization area that includes all subjects or objects that have certain qualities and characteristics that have been determined by researchers to be studied before making conclusions. All Malikussaleh University students are the population in this study (Patel & Goyena, 2019).

Sugiyono (2012:81) states that the sample is part of the number of characteristics possessed by the population. In this research, the samples I used were Malikussaleh University Feb students, with the sampling method using the Non Probability Sampling method in the form of a sampling

technique that was not randomly selected. So the number of samples in this study was 10 respondents who were selected based on the required criteria (Patel & Goyena, 2019).

RESULTS AND DISCUSSION

1. Practices of Using Tiktok and Snack Video Applications That Occur Among Students

The practice of using the TikTok and snack video applications among students at the Faculty of Economics and Business at Malikussaleh University is that they use the application as a tool to earn income by following the terms and conditions determined by the application, either by posting videos, selling or just watching. videos contained in the application.

2. Use of Tiktok and Snack Video Applications on Student Income Based on the Ju'alah

From the results of the interviews obtained from the sources, it can also be concluded that the contract or type of transaction used in the TikTok and Snack video applications is the Ju'alah contract because it is in accordance with Sayyid Sabiq's theory which defines Ju'alah as "Al Ju'alah is a contract on a benefit that is expected to receive compensation as promised to an employee. In a contract there are provisions that must be fulfilled, if they are violated, the contract will become invalid. Likewise, in the Ju'alah contract there are pillars and conditions that must be fulfilled, if these provisions are violated or not fulfilled then the Ju'alah contract will also be invalid. As we know, every application offered on social media has elements that are not good in it, such as advertisements in the applications that we use such as TikTok and snack video, which do not rule out the possibility of often displaying advertisements that reveal women's private parts so that the income we get from using the application This is not good/halal for us to use. Therefore, we must be able to block or remove these advertisements by joining Google AdSense.

Google Adsense is a service provider in the form of advertisements about products or companies which then collaborates with publishers/bloggers. In other words, Google AdSense is an advertising provider that provides a way for publishers to earn money from the content we create. Google Adsense functions to match advertisements with the content sites that we have in order to avoid various sites that are advertised from haram things so that the sales contract that we use is permissible/valid because it meets the required conditions. (Mukromin & Islamic College An-Nawawi Purworejo, 2021). As for the use of the TikTok application and video snacks on student income based on the ju'alah agreement, as has been obtained from the practice of using the TikTok application and video snacks, the following information is obtained regarding the use of the TikTok application and video snacks on student income based on the ju'alah agreement:

Student Income from Using the Tiktok Application and Snack Video Based on the Ju'alah Agreement

No	Name	Major	Force	Length of Use of Income	Month year
1	Amalia Wirda	Ekonomi Syariah	2021	2 Tahun	Rp 100.000-500.000/Bulan
2	Nurdiansyah Putri	Ekonomi Syariah	2021	2 tahun	Rp 100.000-200.000/Bulan
3	Syarifah Ridani Alifah	Ekonomi Syariah	2019	10 Tahun	Rp 1300.000/Bulan
4.	Rita Maulina	Ekonomi Syariah	2019	5 tahun	Rp 2000.000/Tahun
5	Nurul Azizah	Manajemen	2021	1 Tahun	Rp 500.000/Bulan
6	Vella attaqy	Ekonomi Pembangunan	2020	9 Tahun	Rp 2000.000-5000.000/Tahun

7	Putri Riski Amelia	Akuntansi	2020	5 Bulan	Rp. 15.000/Bulan
8	Rizka Annisa	Akuntansi	2020	2 Tahun	Rp 2000.000-4000.000/Tahun
9	Zulfahmi	Ekonomi Syariah	2019	2 tahun	Rp 50.000/ Bulan
1	Rita Maulina	Ekonomi Syariah	2019	3 tahun	Rp1000.000/Tahun

Source: Interview from informant, 2023.

CLOSING

Conclusion

Based on several descriptions that have been presented in this thesis, the following conclusions can be drawn:

1. The practical way to use the Tiktok and Snack Video applications used by students at the Faculty of Economics and Business, Malikussaleh University, in the Tiktok and Snack Video applications, is to order someone to do something, then if they succeed they will receive a reward. This can be found in the Tiktok and Snack Video applications where users are instructed to do something, including downloading an application, inviting new friends/users or watching a video for a few minutes, then after successfully carrying out the instructions given, they will receive a reward for what they have done.

2. The use of the Ju'alah contract in the Tiktok and Snack Video application for students at the Faculty of Economics and Business, Malikussaleh University is actually in accordance with the provisions of the Ju'alah contract where in the Tiktok and Snack Video application there is a Ja'il party (Tiktok and Snack Video developer) and Ma'jul (Tiktok and Snack Video users). Apart from that, in the Tiktok and Snack Video applications there is also a Ju'alah work object, where the Ju'alah object in the Tiktok and Snack Video applications is to download the Tiktok application, invite friends (new users) and watch videos. However, there are several things that must be taken into account that the person or new user who is invited is not under pressure or under threat from the inviting user. Furthermore, videos or content viewed in the Tiktok application must not contain anything that violates the Sharia, such as videos that contain immoral elements and other things that are prohibited by the Sharia.

Suggestions

1. Advice to Ja'il or those who hold Ju'alah contracts. People who hold Ju'alah must pay attention to the type of work (contest) that will be offered to people who will participate in doing the work being contested (people taking part in the competition) where the provisions of The Ju'alah contract is that the object of Ju'alah is not prohibited work or does not cause prohibited consequences.
2. Advice to Ma'jul lah or people who do Ju'alah work. For people who do work or who take part in Ju'alah contract competitions, pay more attention to the work that will be done, where the object of the Ju'alah work that will be done must be in accordance with Sharia' ah and not work that is prohibited or causes prohibited consequences.

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