

ABSTRAK

Muhammad Idris Anzani. 1950110126. Dampak Transaksi Melalui Fitur *Live Streaming Shopping* Pada Umkm Gamis Di Kudus Menurut Perspektif Ekonomi Islam.

Live streaming adalah fitur yang memberikan manfaat yang signifikan bagi masyarakat khususnya bagi para pelaku bisnis. Namun, dengan fenomena di tutupnya platform Tiktok Shop menimbulkan dampak negatif bagi para pelaku bisnis khususnya UMKM Gamis di Desa Padurenan. Penelitian ini bertujuan untuk menganalisa dampak transaksi melalui fitur *live streaming shopping* pada UMKM Gamis di Kudus khususnya di Desa padurenan menurut perspektif Ekonomi Islam. Penelitian ini menggunakan metode kualitatif deskriptif dengan jenis penelitian studi kasus dengan menggunakan teknik pengumpulan data berupa observasi, wawancara dan dokumentasi untuk memberikan gambaran detail terkait dampak yang dirasakan oleh UMKM gamis terhadap penjualan melalui fitur *live streaming shopping*.

Hasil penelitian ini menunjukkan bahwa Transaksi jual beli melalui fitur *live streaming* dianggap sah dalam Islam asalkan mematuhi ketentuan-ketentuan syariah. Dari kegiatan Transaksi yang dilakukan oleh Kedua UMKM gamis yang berada di Desa Padurenan yakni Safitri Fashion dan Raysila Collection telah mencerminkan etika bisnis dan prinsip Ekonomi Islam. Secara keseluruhan, *fitur live streaming* membawa dampak positif yang signifikan bagi penjual atau pelaku UMKM gamis dalam upaya memasarkan produknya. Hal tersebut memungkinkan penjangkauan pasar yang lebih luas, meningkatkan potensi penjualan. Namun semenjak penutupan Tiktok Shop oleh pemerintah Indonesia memiliki dampak negatif bagi pertumbuhan UMKM gamis Safitri Fashion dan Raysila Collection, yang telah membangun bisnis mereka lewat platform ini. Penutupan TikTok Shop memiliki dampak langsung yang signifikan terhadap penjualan UMKM gamis, terutama terkait omzet. Selain itu, dampak lainnya mencakup pengurangan jumlah karyawan dan akumulasi stok produk yang tidak dapat terjual secara langsung pada hari yang sama.

Kata Kunci: Dampak, *Live Streaming Shopping*, Ekonomi Islam

ABSTRACT

Muhammad Idris Anzani. 1950110126. The Impact of Transactions Through the Live Streaming Shopping Feature on Muslim Ukm in Kudus According to an Islamic Economic Perspective.

Live streaming is a feature that provides significant benefits for society, especially for business people. However, the phenomenon of the closure of the Tiktok Shop platform has had a negative impact on business people, especially Gamis convections in Padurenan Village. This research aims to analyze the impact of transactions through the live streaming shopping feature on Gamis convection in Kudus, especially in Padurenan Village, according to an Islamic Economics perspective. This research uses a descriptive qualitative method with a case study type of research using data collection techniques in the form of observation, interviews and documentation to provide a detailed picture regarding the impact felt by gamis convection on sales through the live streaming shopping feature.

The results of this research show that buying and selling transactions via the live streaming feature are considered legal in Islam as long as obey sharia provisions. The transaction activities carried out by the two gamis convections in Padurenan Village, namely Safitri Fashion and Raysila Collection, have reflected business ethics and Islamic economic principles. Overall, the live streaming feature has a significant positive impact on gamis sellers or convection operators in their efforts to market their products. This allows wider market outreach, increasing sales potential. However, since the closure of the Tiktok Shop by the Indonesian government, it has had a negative impact on the growth of Safitri Fashion and Raysila Collection gamis convections, which have built their business through this platform. The TikTok Shop closure had an immediate impactysng significant impact on convection sales gamis, especially regarding turnover. Apart from that, other impacts include a reduction in the number of employees and the accumulation of product stock that cannot be sold directly on the same day.

Keywords: Impact, Live Streaming Shopping, Islamic Economy