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Virtual Gift Transactions on TikTok Live: A Hibah Contract Analysis within Islamic Economic Law

Arif Prasetyo*, Ulfatul Munawaroh²

¹Universitas Ibrahimy, Indonesia ²Universitas Nurul Jadid, Indonesia

Email: Arifpras124@gmail.com¹, ulfatulm10@gmail.com²

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Abstract

Keywords:

Virtual Gift, TikTok Live Platform, Hibah Contract, Islamic Economic Law

*Corresponding Author:

The increasing use of virtual gifts on TikTok Live has generated legal uncertainty regarding their contractual basis within Islamic Economic Law. While previous studies mainly examine user behavior, monetization, and ethical aspects, limited attention has been given to their legal characterization through Islamic contracts. This study aims to assess the compatibility of virtual gift transactions with the hibah contract framework. Using normative library research with a qualitative descriptive approach, the study analyzes scholarly literature, Islamic legal doctrines, regulations, and relevant sources on digital transactions and hibah. The findings show that virtual gifts fulfill key elements of hibah, including voluntariness, identifiable donor and recipient parties, and the transfer of economic value. However, platform monetization, intermediary involvement, and the conversion of virtual gifts into financial benefits distinguish them from conventional hibah. The study proposes virtual gifts as a contemporary form of digital hibah and contributes to the development of Islamic Economic Law in addressing emerging digital transactions.

Abstrak

Kata kunci:

Hadiah Virtual, Platform TikTok Live, Kontrak Hibah, Hukum Ekonomi Islam

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Meningkatnya penggunaan hadiah virtual di TikTok Live telah menimbulkan ketidakpastian hukum mengenai dasar kontraktual mereka dalam Hukum Ekonomi Islam. Sementara penelitian sebelumnya terutama meneliti perilaku pengguna, monetisasi, dan aspek etika, perhatian terbatas telah diberikan pada karakterisasi hukum mereka melalui kontrak Islam. Penelitian ini bertujuan untuk mengkaji kompatibilitas transaksi hadiah virtual dengan kerangka kontrak hibah. Dengan menggunakan penelitian perpustakaan normatif dengan pendekatan deskriptif kualitatif, penelitian ini menganalisis literatur ilmiah, doktrin hukum Islam, peraturan, dan sumber yang relevan tentang transaksi digital dan hibah. Temuan menunjukkan bahwa hadiah virtual memenuhi elemen kunci hibah, termasuk kesukarelaan, donor dan penerima yang dapat diidentifikasi, dan transfer nilai ekonomi. Namun, monetisasi platform, keterlibatan perantara, dan konversi hadiah virtual menjadi manfaat finansial membedakannya dari hibah konvensional. Studi ini mengusulkan pemberian virtual sebagai bentuk kontemporer dari hibah digital dan berkontribusi pada pengembangan Hukum Ekonomi Islam dalam mengatasi transaksi digital yang muncul.

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INTRODUCTION

The rapid advancement of digital technology has given rise to various forms of interaction within the digital economy, one of which is the live-streaming feature on TikTok that enables users to send *virtual gifts* to content creators in real time. This practice has evolved into a significant mechanism within the digital economy, generating substantial economic value because each *virtual gift* carries a specific monetary value that can be converted into income for content creators (Darr, 2022a). In practice, *virtual gifts* are transmitted through a system in which users purchase digital coins that are subsequently exchanged for various forms of virtual gifts with different monetary values and then delivered to creators during live broadcasts (Wang et al., 2025a). This phenomenon raises legal concerns from the perspective of Islamic Economic Law because the contractual relationship underlying the transfer of *virtual gifts* remains unclear and has yet to provide a comprehensive explanation regarding the rights, obligations, objectives, and legal consequences of the transaction (Karati, 2023). Such contractual ambiguity constitutes an important issue because every transaction in Islam should be founded upon a clearly defined contract in order to avoid elements of *gharar*, legal uncertainty, and potential deviations from the principles governing Islamic commercial transactions (*mu'amalat*) (Mohd Noh et al., 2025)

The issue of *virtual gift* transactions on digital platforms has attracted growing scholarly attention in recent years. Dar. (2022) found that the primary motivations behind users' decisions to send *virtual gifts* on TikTok Live are associated with the pursuit of social recognition and the expectation of direct responses from content creators. Similarly, Wang et al. (2025) examined the phenomenon of digital tipping (*saweran digital*) from the perspective of ethical transactions in Islamic economics. Furthermore, Karati. (2023) investigated the practice of gift giving in YouTube live-streaming environments and classified it as a form of *hibah* under certain conditions. Meanwhile, Mohd Noh et al. (2025) argued that digital gift-giving practices on TikTok Live continue to present a fundamental legal challenge concerning the lack of clarity regarding the contractual basis of the transaction. Existing studies have largely focused on ethical considerations, user behavior, gifting motivations, and the socio-economic implications of *virtual gifts*, whereas scholarly discussions specifically examining the legal status of *virtual gifts* on TikTok Live through the framework of the *hibah* contract within Islamic Economic Law remain relatively limited (Hemawan, 2025a). This situation demonstrates the existence of a research gap that necessitates further investigation to explain the relationship between *virtual gifting* mechanisms and the concept of *hibah* from both normative and conceptual perspectives.

Against this backdrop, the present study aims to analyze the practice of *virtual gift* giving on TikTok Live through the lens of the *hibah* contract in Islamic Economic Law. The analysis seeks to identify the characteristics of the transaction, the legal elements involved, and the extent to which the practice conforms to the pillars and requirements of *hibah* as recognized in Islamic jurisprudence. This objective is particularly significant because the development of the digital economy has generated new forms of transactions that are not explicitly addressed in classical Islamic legal literature and therefore require processes of legal interpretation and contemporary *ijtihad* that are responsive to

technological developments (Asyiqin, 2025). Moreover, the emergence of *virtual gifts* as instruments of the digital economy has transformed the relationship between users and content creators into one that encompasses financial, social, entertainment, and appreciation-related dimensions simultaneously (Darr, 2022a; Wang et al., 2025a). Consequently, this study is expected to enrich the discourse on Islamic Economic Law, particularly in relation to the formulation of legal frameworks for contemporary digital transactions that continue to evolve alongside advances in information and communication technologies.

The significance of this study lies in the academic need to provide legal clarity regarding the practice of *virtual gift* giving, which has become increasingly widespread among Muslim users despite the absence of a firmly established conceptual foundation within Islamic Economic Law. The ambiguity surrounding the contractual basis of such transactions has the potential to generate divergent interpretations concerning their legality, objectives, and legal implications if not examined through a systematic legal approach grounded in an appropriate contractual framework (Wang et al., 2025a). Furthermore, the research gap identified in previous studies, which have predominantly concentrated on ethical issues and user behavior, highlights the necessity of a more focused investigation that places the *hibah* contract at the center of legal analysis for understanding the phenomenon of *virtual gifts* on TikTok Live (Attarwiyah, 2025). This study is expected to contribute theoretically by expanding scholarly understanding of the application of *hibah* principles to contemporary digital transactions while also offering practical insights for the public, academics, and relevant stakeholders regarding the legal boundaries of *virtual gift* giving under the principles of Islamic Economic Law. Accordingly, the study not only addresses normative questions concerning the legal status of digital transactions but also broadens the scope of *fiqh al-mu'amalat* scholarship in responding to technology-driven transformations within the modern economy.

RESEARCH METHOD

This study focuses on the practice of *virtual gift* giving on the TikTok Live platform, which is examined through the perspective of the *hibah* contract in Islamic Economic Law. The object of the study encompasses the identification of the legal relationship established through the *virtual gifting* mechanism, the characteristics of transactions occurring between users and content creators, and their conformity with the concept of *hibah* in Islamic law. The selection of this research object is based on the rapid development of the digital economy, which has generated new forms of transactions through social media platforms while lacking a comprehensive and clearly defined contractual framework (Zhan et al., 2023). In practice, *virtual gift* giving is not merely understood as a form of digital appreciation but also involves economic elements because the virtual gifts transmitted possess financial value and can subsequently be converted into income by content creators (Wang et al., 2025b). Therefore, this study does not merely investigate the use of digital features on TikTok Live; rather, it provides an in-depth examination of the legal dimensions underlying such transactions based

on the principles of Islamic Economic Law, particularly those related to the *hibah* contract as one of the recognized legal instruments in *fiqh al-mu'amalat*.

This research adopts a library research design employing a descriptive qualitative approach. The qualitative approach is utilized because the study seeks to understand, interpret, and explain legal phenomena associated with the practice of *virtual gift* giving through the examination of relevant academic sources rather than through statistical measurement or experimental procedures (Hanson-DeFusco, 2023). Meanwhile, the descriptive approach is applied to systematically portray concepts, theories, scholarly perspectives, and previous research findings related to digital transactions and the *hibah* contract within the framework of Islamic Economic Law. Library research was selected because all data used in the study were derived from literature sources directly relevant to the research focus, including journal articles, scholarly books, conference proceedings, regulations, fatwas, and other academically credible materials (Wahid, 2024). Through this approach, the study aims to provide a comprehensive understanding of the practice of *virtual gift* giving on TikTok Live while simultaneously clarifying its legal status through theoretical frameworks developed in contemporary Islamic legal scholarship.

The data sources employed in this study consist of both primary and secondary materials selected according to their relevance, credibility, and contribution to the research objectives. Primary sources include reputable scholarly journal articles, fatwas related to digital transactions and *hibah* contracts, as well as academic works specifically addressing *virtual gifts*, the digital economy, and Islamic Economic Law. Secondary sources comprise academic books, conference proceedings, regulations, previous research findings, and other scholarly literature that support the analytical process. The selection of these materials was based on considerations of academic quality, publication recency, substantive relevance, and their contribution to addressing the research problem (Wahid, 2024). Moreover, the utilization of these sources was intended to facilitate a broader understanding of contemporary digital transactions while strengthening the analysis of the *hibah* concept within Islamic legal discourse. Consequently, the data sources serve not only as a theoretical foundation but also as an evidentiary basis for constructing academic arguments capable of addressing the research objectives in a systematic and objective manner.

The research process was conducted through a series of interconnected stages, beginning with data collection and culminating in the organization of research materials. The initial stage involved a comprehensive review of academic literature concerning *virtual gifts*, digital transactions, social media, the digital economy, *hibah* contracts, and Islamic Economic Law through various scientific databases, scholarly journals, books, and relevant legal documents. Following the identification of potential sources, the next stage consisted of literature selection

based on thematic relevance, academic quality, and contribution to the research focus (Marzi et al., 2025). The selected literature was subsequently classified into thematic categories, including the concept of *hibah*, the characteristics of digital transactions, contractual principles in Islamic law, and studies addressing *virtual gifts* on digital platforms. The subsequent stage involved organizing the data by systematically arranging and grouping relevant academic information according to substantive relationships and thematic coherence. Through these procedures, the research data were structured systematically, thereby facilitating a more comprehensive analysis of the object under investigation.

Data analysis in this study was conducted through several stages, including data reduction, data categorization, data presentation, interpretation, literature synthesis, conclusion drawing, and verification of findings. Data reduction involved selecting and focusing on information directly relevant to the research objectives to ensure that only pertinent materials were included in the analysis (Marzi et al., 2025). The reduced data were subsequently categorized according to thematic patterns in order to facilitate the identification of relationships between the concept of *hibah* and the practice of *virtual gift* giving on TikTok Live. The categorized data were then presented descriptively to provide a clear portrayal of the phenomenon under examination before being subjected to interpretative analysis concerning its meaning, relationships, and legal implications. Literature synthesis was carried out by integrating various perspectives, theories, and previous research findings to generate a more comprehensive understanding of the research object (Barry et al., 2022). To ensure the validity and credibility of the findings, both theoretical triangulation and source triangulation were employed by comparing, connecting, and verifying information derived from diverse academic sources. This process enabled the study to produce a more objective, consistent, and academically rigorous analysis.

RESULTS AND DISCUSSION

Result

Virtual Gifts on TikTok Live as a Mechanism of Digital Interaction and Economic Transactions

The literature review reveals that *virtual gifts* have emerged as one of the principal instruments of digital economic interaction through live-streaming features on social media platforms, particularly TikTok Live. Academic studies indicate that a *virtual gift* is a form of digital reward provided by users to content creators through a system in which digital coins are exchanged for virtual items with designated monetary values (Hrytsai, 2022). The literature further demonstrates that *virtual gifts* are transmitted in real time during live broadcasts and have become one of the primary sources of revenue for content creators in the digital economy (Bhargava, 2022). Various forms of *virtual gifts* available on the platform possess different economic values, ranging from low-cost gifts to

premium gifts with substantially higher monetary worth, depending on the platform's pricing structure (Motif "Sedekah Online" Generasi-Z di TikTok, 2025). In addition to functioning as a means of supporting content creators, *virtual gifts* also serve as a mechanism for user participation in digital interactions because the identities of gift senders are often displayed during live broadcasts (Wang et al., 2025c) Existing literature therefore portrays *virtual gifts* as a new transactional model that integrates digital entertainment activities with technology-driven economic exchanges.

Further examination of the literature indicates that the development of *virtual gifts* is closely associated with the transformation of the digital economy, which increasingly integrates social interaction, entertainment, and financial transactions within a single digital environment. Numerous studies explain that the *virtual gift* system operates through a conversion process in which real-world currency is exchanged for digital coins and subsequently transformed into virtual items that can be delivered to content creators during live broadcasts (Motif "Sedekah Online" Generasi-Z di TikTok, 2025). The literature also demonstrates that this process enables the transfer of economic value without requiring the exchange of tangible goods because all transactions are conducted through digital assets managed by the platform (Efimova et al., 2024). Moreover, several studies indicate that *virtual gifts* are not merely regarded as instruments of economic exchange but also function as symbols of appreciation, social support, and user engagement within digital communities (Sun & Sun, 2024) These findings collectively illustrate that *virtual gifts* possess both economic and social dimensions, making them more than simple digital rewards and positioning them as integral components of contemporary digital interaction systems.

The relationship between the descriptions and explanations presented above and the central research problem becomes evident through the contractual ambiguity underlying the practice of *virtual gift* giving. The literature indicates that *virtual gifts* involve the transfer of economic value from users to content creators through a structured digital mechanism administered by the platform (Wang et al., 2025d). At the same time, various studies emphasize that such transactions are conducted voluntarily and occur without the transfer of tangible goods or the establishment of a direct written agreement between the parties involved (Muslim, 2022). Existing scholarship further demonstrates that these characteristics have generated differing interpretations regarding the legal nature of the relationship established through *virtual gift* transactions because the exchange takes place within a platform-controlled digital environment (Ajax, n.d.). In addition, numerous studies highlight that the economic value embedded in *virtual gifts*, which can ultimately be converted into income for content creators, introduces a financial dimension to the transaction (Ante & Fiedler, 2025). Collectively, these findings underscore the close connection between *virtual gift* practices and the

unresolved issue concerning the contractual basis that constitutes the primary focus of this study.

The literature concerning TikTok Live indicates that this feature serves as a live-streaming environment that facilitates direct interaction between users and content creators through various digital functions embedded within the platform. Scholarly works explain that TikTok Live enables two-way communication through comments, visual reactions, *virtual gift* transactions, and other forms of digital engagement (Herlina et al., 2024). Academic sources further demonstrate that TikTok Live has become an essential component of the creator economy because it offers monetization mechanisms that allow creators to generate income through live-streaming activities (Zhu, 2025). Additionally, studies examining user behavior on social media suggest that TikTok Live generates a high level of engagement because it enables users to participate directly in real-time digital communication processes (Zhu, 2025). The literature thus portrays TikTok Live not only as a medium of entertainment but also as a digital economic environment that connects the interests of platforms, creators, and users within a technology-driven transactional system.

The explanatory findings concerning TikTok Live demonstrate that the expansion of this feature is closely related to increasing public demand for direct, responsive, and participatory forms of digital interaction. Numerous studies indicate that the primary characteristic of TikTok Live lies in its capacity to facilitate real-time communication, thereby enabling content creators and users to establish more intensive social relationships than those typically found on conventional social media platforms (Hoose & Rosenbohm, 2024). The literature further shows that the monetization system implemented by TikTok Live transforms live-streaming activities into economically valuable endeavors because users are able to provide financial support through the purchase and delivery of *virtual gifts* to content creators (Darr, 2022b). Moreover, various sources explain that the integration of digital gifting mechanisms within TikTok Live has generated a new economic model that combines entertainment activities with platform-based financial transactions (Darr, 2022b). These findings collectively illustrate that TikTok Live functions not only as a communication platform but also as a digital economic ecosystem that facilitates value transfers between users and content creators through integrated transactional mechanisms.

The relationship between the descriptions and explanations regarding TikTok Live and the central research problem is reflected in the platform's role as the primary environment in which *virtual gift* transactions occur. The literature indicates that TikTok Live provides the technological infrastructure necessary for purchasing, sending, receiving, and converting *virtual gifts* into economic value that can ultimately be accessed by content creators (Larkspur, 2025). Various studies further explain that these transactions operate according to platform-

specific regulations governing the relationship among users, creators, and the digital service provider (Darr, 2022b). Additional findings suggest that the monetization system embedded within TikTok Live transforms digital gifting into more than a social interaction because it generates financial benefits for certain parties involved in the transaction (Bakri, 2024). Existing literature therefore highlights that these characteristics are directly relevant to discussions concerning contractual clarity, as the entire gifting process takes place within a digital environment governed by its own operational mechanisms. Consequently, findings related to TikTok Live provide essential contextual insights into the legal questions surrounding the contractual status of *virtual gift* transactions.

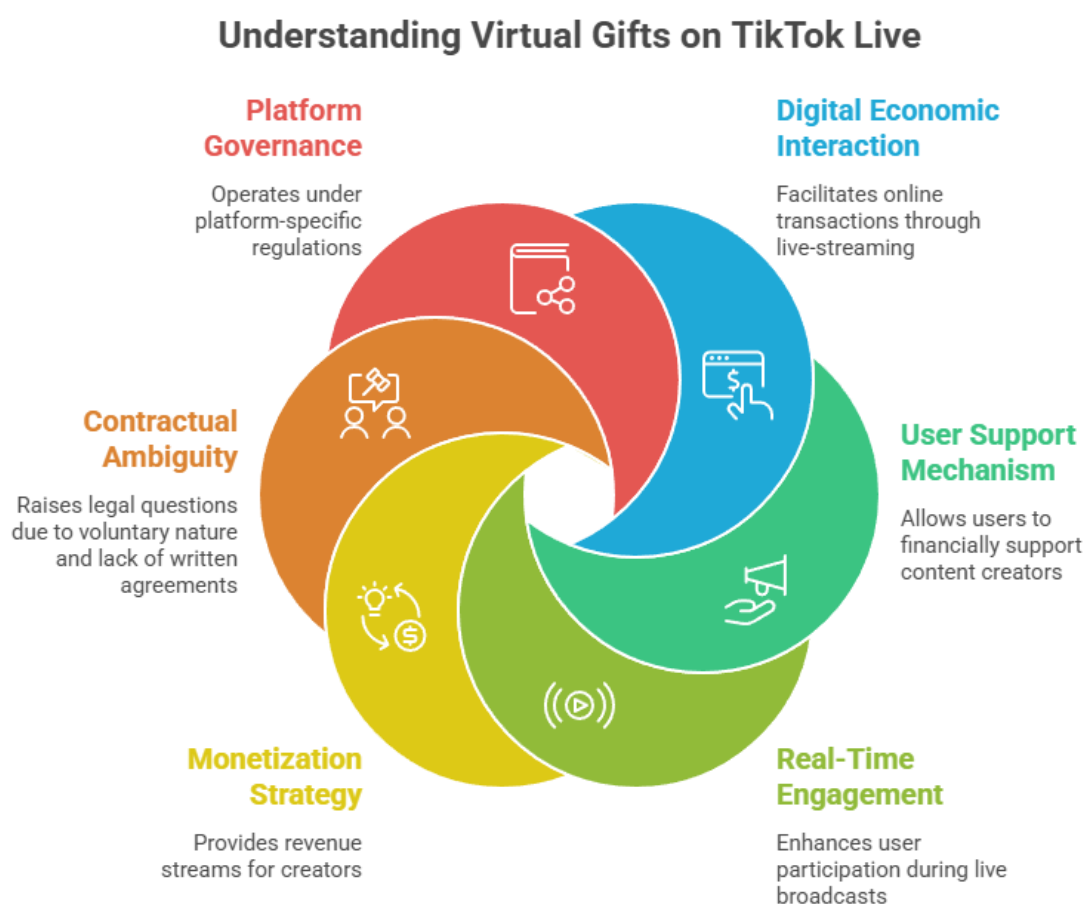


Figure 1 : Conceptual Overview of Virtual Gifts on TikTok Live

The Hibah Contract as a Legal Framework for Virtual Gift Transactions on TikTok Live

The literature concerning the *hibah* contract demonstrates that *hibah* constitutes a form of *tabarru'* contract involving the voluntary transfer of property or benefits from one party to another without any expectation of compensation. Islamic Economic Law literature identifies several essential elements of *hibah*, including the donor (*wahib*), the recipient (*mauhub lahu*), the object of the gift (*mauhub*), and the expressions of offer and acceptance (*ijab* and *qabul*) that signify

the parties' consent (Mu'in, 2025). Various sources further explain that a *hibah* contract is founded upon mutual willingness and is not intended to generate commercial profit in the manner of exchange-based contracts in Islamic commercial law (Al-Nasiri, 2025). In addition, the literature indicates that the object of a *hibah* is not limited to tangible property but may also include benefits, rights, or other assets possessing value and capable of lawful ownership under applicable legal principles (Wyczik, 2025). These findings collectively demonstrate that *hibah* serves as a legal instrument frequently employed to explain voluntary transfers conducted on the basis of generosity and without any obligation of reciprocal compensation.

Further examination of the literature regarding the *hibah* contract reveals that this concept developed as part of a broader mechanism for the distribution of wealth emphasizing generosity, voluntary transfer, and the provision of benefits to others. Existing scholarship explains that *hibah* occupies a non-commercial position within Islamic law because its principal objective is not financial gain but rather the voluntary transfer of assets or benefits to another party (Aktürk & Shifa, 2025). Various studies also highlight that the requirement of *ijab* and *qabul* functions as confirmation of mutual consent between the donor and recipient concerning the gifted object (Suleman & Arfan, 2024). Moreover, contemporary scholarship indicates that technological advancement has introduced new forms of economic assets that are not necessarily physical in nature but nevertheless possess value, utility, and transferability within digital environments (Kaisto et al., 2024). The literature further demonstrates that the concept of *hibah* continues to be employed in contemporary studies addressing voluntary transfers that occur through digital platforms and electronic systems. These findings suggest that the essential characteristics of *hibah* remain relevant in explaining transactions involving voluntary transfers conducted without the expectation of direct compensation.

The relationship between the descriptions and explanations concerning the *hibah* contract and the central research problem lies in the similarities between the characteristics of *hibah* and the practice of *virtual gift* giving on TikTok Live. The literature demonstrates that a *hibah* contract involves voluntary transfer, identifiable donor and recipient parties, and an object possessing value that can be transferred to another party (Kamarudin et al., 2022). Similarly, studies concerning *virtual gifts* reveal the existence of digital gift-giving practices in which users transfer virtual items to content creators through platform-based systems without requiring repayment or direct compensation from the recipient (Kumar, 2024). The literature further explains that these transactions occur through digital mechanisms enabling the transfer of economic value in the form of virtual gifts that may subsequently be converted into financial benefits for recipients (Darr, 2022c). In addition, numerous sources indicate that developments in digital assets

and electronic transactions have broadened discussions concerning the forms of property and value that may constitute the object of legal relationships within the digital economy (Lianos, 2022). Collectively, these findings demonstrate a significant connection between the concept of *hibah* and the practice of *virtual gift* giving, thereby directly relating to the research problem concerning the contractual status of such transactions within the framework of Islamic Economic Law.

Discussion

The findings of this study demonstrate that the practice of *virtual gift* giving on TikTok Live represents a form of digital transaction that integrates social interaction, entertainment, and the transfer of economic value within a platform-based ecosystem. The synthesis of the reviewed literature indicates that *virtual gifts* function not only as a means of user appreciation toward content creators but also as economic instruments that enable creators to derive financial benefits through the conversion of digital gifts into monetary income (Darr, 2022a). The findings further reveal that this mechanism operates through a system in which users purchase digital coins, exchange them for virtual gifts, and subsequently transfer those gifts to creators during live broadcasts (Wang et al., 2025a). At the same time, studies concerning the *hibah* contract demonstrate the existence of characteristics that closely resemble those found in *virtual gift* transactions, particularly with respect to voluntary transfer, the presence of donor and recipient parties, and the existence of an object possessing value that can be transferred to another party (Karati, 2023). Nevertheless, the findings also indicate that the monetization system and the involvement of digital platforms render this practice distinct from conventional forms of *hibah* traditionally discussed in the literature of *fiqh al-mu'amalat*.

The findings of this study are closely related to previous research examining digital gifting practices within live-streaming environments. Mohd Noh et al. (2025) classified gift-giving activities in live-streaming platforms as a form of *hibah*, provided that the elements of voluntariness, transparency, and compliance with Islamic principles are fulfilled. This conclusion is consistent with the findings of the present study, which identify voluntary transfer as a fundamental characteristic of *virtual gift* transactions. However, the present research extends existing scholarship by demonstrating that the monetization system embedded within TikTok Live creates a more complex legal relationship than that found in conventional *hibah* arrangements. The findings also reinforce Hemawan M. (2025) argument that contractual ambiguity constitutes a central issue in digital gifting practices because platform operators play an active role in structuring and regulating the transaction mechanism. Furthermore, this study differs from research employing the *ju'alah* contract as the primary analytical framework for

interpreting gift-giving activities on TikTok Live because the present study specifically focuses on evaluating the compatibility of such transactions with the characteristics of the *hibah* contract within Islamic Economic Law (Asyiqin, 2025). Consequently, this research contributes to the existing body of knowledge by providing a more focused examination of the legal status of *virtual gifts* through the lens of *hibah*.

From a theoretical perspective, the findings indicate that the concept of *hibah* within Islamic Economic Law possesses substantial relevance for explaining the practice of *virtual gift* giving on TikTok Live, although certain aspects require interpretive adaptation in response to developments in the digital economy. Classical Islamic legal literature defines *hibah* as a voluntary transfer of property from one party to another without any expectation of reciprocal compensation (Karati, 2023). The findings of this study demonstrate that these essential characteristics are likewise present in *virtual gift* transactions because users voluntarily transfer digital gifts to content creators without any obligation to receive direct compensation in return. However, technological advancement has introduced new forms of transactional objects that are no longer limited to tangible assets but instead include digital assets possessing economic value and capable of transfer through electronic systems (Attarwiyah, 2025). This condition suggests that the concept of *hibah* remains applicable beyond the context of tangible property transfers and may also serve as an explanatory framework for digital transfers emerging within contemporary economic environments. Therefore, the study provides a perspective indicating that scholarly discussions concerning *hibah* should continue to evolve in order to address the increasing complexity of technology-driven transactions.

The implications of this study can be observed from both theoretical and practical perspectives. Theoretically, the findings contribute to the advancement of Islamic Economic Law by expanding discussions regarding the applicability of the *hibah* contract to digital transactions that were unknown during the formative period of classical Islamic jurisprudence. The results demonstrate that technological development does not diminish the relevance of fundamental principles governing Islamic commercial transactions; rather, it necessitates reinterpretation in order to accommodate emerging forms of digital exchange (Wang et al., 2025b; Zhan et al., 2023). From a practical standpoint, the findings provide guidance for Muslim communities regarding the legal characteristics associated with *virtual gift* transactions and may therefore serve as a basis for conducting digital economic activities in a manner that is more informed and consistent with Islamic legal principles. Furthermore, the study offers valuable insights for academics and institutions engaged in the development of Islamic economics because it highlights the necessity of further legal examination of technology-based transactions that continue to evolve within contemporary

society (Wang et al., 2025b). Accordingly, the findings possess not only conceptual significance but also practical relevance in addressing legal questions arising from ongoing transformations within the digital economy.

Several interrelated factors contribute to the emergence of the findings identified in this study concerning the relationship between *virtual gifts* and the *hibah* contract. The first factor is the transformation of the digital economy, which enables the transfer of economic value through electronic systems without requiring the direct exchange of tangible goods (Zhan et al., 2023). The second factor is the expansion of digital participation culture, which encourages social media users to provide support to content creators through platform-based financial interactions, including the transfer of *virtual gifts* during live-streaming activities (Darr, 2022a). The third factor concerns the distinctive characteristics of TikTok Live, which integrates entertainment, social interaction, and monetization mechanisms within a single digital environment, thereby creating new economic relationships between users and content creators (Wang et al., 2025a). In addition, the existence of platform-managed systems governing the purchase, distribution, and conversion of digital gifts constitutes another factor contributing to debates regarding the contractual basis of such transactions (Mohd Noh et al., 2025). Collectively, these factors illustrate that technological innovation and changing patterns of social interaction serve as the principal conditions underlying the emergence of *virtual gift* practices as a subject of inquiry within Islamic Economic Law.

Based on the findings of this study, several recommendations may be proposed to strengthen both scholarly inquiry and practical understanding of *virtual gift* transactions within digital platforms. For academics, the study highlights the importance of expanding research on contemporary contracts within Islamic Economic Law in order to establish more comprehensive theoretical frameworks capable of explaining emerging forms of digital transactions (Asyiqin, 2025; Hemawan, 2025b). For future researchers, further investigation is recommended into the comparative relevance of *hibah*, *ju'alah*, and other contractual models that may be applied to explain *virtual gift* transactions across different digital platforms (Asyiqin, 2025; Attarwiyah, 2025). In addition, institutions responsible for issuing fatwas and promoting Islamic economic development should continue to examine technological advancements and evolving digital transaction models in order to provide clearer guidance for Muslim communities engaging in technology-based economic activities (Attarwiyah, 2025). At the same time, both users and content creators should develop a deeper understanding of the legal characteristics associated with their digital activities so that *virtual gift* practices may be conducted in a more transparent, responsible, and Sharia-compliant manner. These recommendations

are expected to support the continued development of Islamic Economic Law in addressing the legal challenges posed by the rapidly evolving digital economy.

CONCLUSION

This study concludes that virtual gift transactions on TikTok Live substantially fulfill the essential elements of a hibah contract, namely voluntariness, the existence of identifiable donor and recipient parties, and the transfer of an object possessing economic value. These characteristics indicate that virtual gifting can be understood as a contemporary form of hibah within the digital economy. Nevertheless, the involvement of platform-based monetization systems, intermediary services, and the conversion of virtual gifts into financial benefits distinguishes such transactions from conventional hibah practices discussed in classical Islamic jurisprudence. Therefore, the legal characterization of virtual gifts requires an adaptive interpretation of Islamic Economic Law that accommodates technological developments and emerging digital transaction models. This study contributes to the growing discourse on digital hibah by providing a conceptual framework for understanding platform-based value transfers and expanding the application of hibah principles within contemporary digital economic activities. Future studies are encouraged to compare hibah with other Islamic contractual models, such as *ju'alah* and *ujrah*, in explaining virtual gift transactions across digital platforms.

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