



Affiliate Marketing on TikTok Shop: A Sharia Economic Law Analysis through the Ju'alah Contract Perspective

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Abstract

Keywords:

Sharia Economic Law; Affiliate Marketing; TikTok Shop; Ju'alah Contract; Fiqh Muamalah.

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The rapid growth of social commerce has increased the use of affiliate marketing on platforms such as TikTok Shop, raising concerns about the Sharia compliance of commission-based systems. This study examines the compatibility of TikTok Shop affiliate commissions with the **ju'alah** contract within Sharia Economic Law. Using a qualitative library research method, it analyzes academic literature, DSN-MUI fatwas, regulations, and related scholarly sources. The findings show that the affiliate commission mechanism reflects the essential characteristics of **ju'alah**, where compensation is provided only upon the successful achievement of predetermined sales targets. The relationship between sellers and affiliates is based on mutual agreement, clear performance criteria, and result-oriented remuneration. Therefore, the TikTok Shop affiliate program can be considered substantially consistent with the principles of **ju'alah**. This study demonstrates the relevance of classical Islamic contract theory to contemporary digital business practices and contributes to the ongoing development of *fiqh muamalah* in the digital economy.

Abstrak

Kata kunci:

Sharia Economic Law; Affiliate Marketing; TikTok Shop; Ju'alah Contract; Fiqh Muamalah.

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Pertumbuhan pesat perdagangan sosial telah meningkatkan penggunaan pemasaran afiliasi di platform seperti TikTok Shop, meningkatkan kekhawatiran tentang kepatuhan Syariah dari sistem berbasis komisi. Studi ini meneliti kompatibilitas komisi afiliasi TikTok Shop dengan kontrak ju'alah dalam Hukum Ekonomi Syariah. Dengan menggunakan metode penelitian perpustakaan kualitatif, menganalisis literatur akademik, fatwa DSN-MUI, peraturan, dan sumber ilmiah terkait. Temuan menunjukkan bahwa mekanisme komisi afiliasi mencerminkan karakteristik penting ju'alah, di mana kompensasi diberikan hanya setelah keberhasilan mencapai target penjualan yang telah ditentukan. Hubungan antara penjual dan afiliasi didasarkan pada kesepakatan bersama, kriteria kinerja yang jelas, dan remunerasi berorientasi pada hasil. Oleh karena itu, program afiliasi TikTok Shop dapat dianggap konsisten secara substansial dengan prinsip-prinsip ju'alah. Studi ini menunjukkan relevansi teori kontrak Islam klasik dengan praktik bisnis digital kontemporer dan berkontribusi pada pengembangan *fiqh muamalah* yang berkelanjutan dalam ekonomi digital.

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INTRODUCTION

The development of the digital economy has stimulated the emergence of various forms of electronic commerce that are increasingly integrated with social media platforms, one of which is affiliate marketing through TikTok Shop. This marketing model enables individuals participating as affiliates to promote products owned by sellers through digital content and earn commissions based on successful transactions generated through affiliate links shared with consumers (Gu et al., 2025a). In practice, this mechanism reflects a legal relationship involving sellers, affiliates, digital platforms, and consumers, thereby creating a new pattern of economic transactions within the digital environment (Langley & Leyshon, 2017). Although the system has developed rapidly and become one of the most effective marketing strategies in contemporary digital commerce, questions remain regarding the contractual basis underlying commission payments to affiliates from the perspective of Sharia Economic Law. This issue arises because commissions are granted only after specific targets, namely sales transactions, have been achieved, raising questions concerning their conformity with the concept of the *ju'alah* contract, which governs the provision of rewards for the successful completion of predetermined tasks in *fiqh muamalah*. Therefore, affiliate marketing practices on TikTok Shop require more comprehensive examination to determine their compatibility with the principles of Sharia Economic Law.

Academic discussions concerning affiliate marketing from the perspective of Sharia Economic Law have continued to develop alongside the increasing use of digital platforms as media for commercial transactions and product promotion. Several studies suggest that affiliate marketing possesses characteristics closely resembling the *ju'alah* contract because it involves the provision of compensation based on the successful completion of specified (Salma et al., 2024a). Other studies indicate that commission mechanisms within digital affiliate programs must satisfy the principles of transparency, clarity of work objectives, and certainty regarding compensation in order to avoid elements of *gharar* prohibited under Islamic law (Mohd Noh et al., 2025). Furthermore, research in contemporary *fiqh muamalah* emphasizes that the transformation of digital transaction models often creates legal relationships that cannot be adequately explained through a simplistic application of classical contractual concepts and therefore require more comprehensive normative reinterpretation (Charny, 1990). Nevertheless, most previous studies have focused on the general legality of affiliate marketing or have compared it with *samsarah* and *wakalah bil ujah* contracts. Consequently, studies specifically examining the compatibility of TikTok Shop's affiliate commission mechanism with the provisions of the *ju'alah* contract remain relatively limited. This condition indicates the existence of a research gap that warrants further scholarly investigation.

This study aims to determine and analyze whether the commission mechanism implemented within the TikTok Shop affiliate program is consistent with the provisions of the *ju'alah* contract in Sharia Economic Law. This objective is particularly important because the *ju'alah* contract represents one of the *fiqh muamalah* instruments frequently employed to explain legal relationships

involving compensation granted upon the successful completion of specific tasks, where success constitutes the primary condition for entitlement to remuneration (Gojali et al., 2022a). Within the context of affiliate marketing, affiliates do not receive fixed wages; rather, they earn commissions only after successfully generating transactions that satisfy the requirements established by the platform and sellers. This characteristic demonstrates a clear resemblance to the principles of *ju'alah*, which require successful task completion as the basis for compensation. An examination of the compatibility between these two concepts not only contributes to the advancement of Sharia Economic Law scholarship in the field of digital transactions but also broadens academic understanding of how classical *muamalah* contracts may be adapted to contemporary business models driven by information technology (Mansur et al., 2025). Accordingly, this study possesses substantial theoretical relevance in addressing the challenges posed by contemporary digital economic transformation from a Sharia perspective.

The importance of this study is grounded in the reality that the development of digital commerce platforms has progressed more rapidly than the normative legal scholarship seeking to explain the Sharia legitimacy of newly emerging transactional models. The gap between the widespread implementation of affiliate marketing practices and the limited number of studies specifically examining commission mechanisms through the lens of the *ju'alah* contract has created uncertainty regarding their legal status within Sharia Economic Law (Salma et al., 2024b). Moreover, previous studies have tended to focus primarily on digital marketing aspects or the general legality of affiliate programs, without providing in-depth analysis of the *ju'alah* elements embedded within the legal relationship between sellers and affiliates (Mansyuroh & Ibrahim, 2025). In light of these circumstances, this study is expected to contribute theoretically by strengthening the legal construction of the *ju'alah* contract within contemporary digital transactions and practically by offering recommendations to business actors, affiliates, and platform operators so that commission mechanisms may operate in accordance with the principles of justice, transparency, and legal certainty recognized in Sharia Economic Law. Consequently, this study not only addresses an academic need but also provides practical value for the development of a Sharia-compliant digital economic ecosystem.

RESEARCH METHOD

The object of this study focuses on affiliate marketing practices conducted through TikTok Shop, with particular emphasis on the commission distribution mechanism provided to affiliates from the perspective of Sharia Economic Law. This focus was selected because the affiliate marketing system on TikTok Shop demonstrates a legal relationship involving sellers, affiliates, digital platforms, and consumers within a series of electronic transactions that generate economic rights in the form of commissions based on successful product promotion. In practice, affiliates receive compensation only after successfully generating transactions in accordance with the requirements established by sellers and the platform, thereby raising questions regarding the compatibility of such mechanisms with the *ju'alah*

contract in *fiqh muamalah*. This study does not examine TikTok Shop merely as a digital technology platform; rather, it considers the platform as a space where contemporary economic practices create new legal relationships that require analysis based on Sharia principles. Accordingly, the research object is directed toward identifying contractual elements, compensation mechanisms, the legal relationships among the parties involved, and their conformity with the pillars and conditions of the *ju'alah* contract as developed within contemporary Sharia Economic Law scholarship. Through this approach, a more comprehensive understanding of the legality of such practices from a Sharia perspective can be obtained.

This study employs a library research design with a descriptive qualitative approach. Library research was chosen because the focus of the study lies in analyzing concepts, theories, legal norms, and various academic perspectives related to affiliate marketing practices and the *ju'alah* contract within Sharia Economic Law (Salma et al., 2024). The qualitative approach is utilized to gain an in-depth understanding of the phenomenon through the interpretation of relevant academic sources, while the descriptive approach aims to systematically describe the characteristics of the research object based on a review of the literature (Azarian et al., 2023). In this study, data were not obtained through field observations or interviews but through an examination of various academic documents directly related to the research focus. The data sources consist of primary and secondary materials derived from scholarly journal articles, academic books, conference proceedings, DSN-MUI fatwas, regulations concerning electronic commerce, and other scientific literature relevant to the development of Sharia-based digital transactions. The use of this approach enables the study to produce a more comprehensive analysis of the legal construction of affiliate marketing from the perspective of the *ju'alah* contract based on the synthesis of academically credible sources.

The data sources of this study consist of various academic works that are directly relevant to the research focus, namely affiliate marketing, electronic transactions, the *ju'alah* contract, contemporary *fiqh muamalah*, and Sharia Economic Law. Primary data were obtained from reputable scholarly journal articles, DSN-MUI fatwas, regulations governing electronic commerce activities, and academic publications specifically discussing affiliate marketing practices and the *ju'alah* contract within the context of the digital economy. Secondary data were collected from academic books, conference proceedings, previous research findings, and other scholarly references supporting the analysis. Source selection was conducted based on several criteria, including substantive relevance to the research focus, academic credibility, publication recency, and accessibility of the scientific documents utilized. The use of literature from reputable journals and recent academic sources was intended to ensure that the analysis was grounded in contemporary theoretical developments and recent research findings related to the transformation of digital transactions from a Sharia perspective. Therefore, the characteristics of the data sources employed are expected to provide an adequate conceptual and normative foundation for addressing the research objective

concerning the compatibility of the TikTok Shop affiliate commission system with the provisions of the *ju'alah* contract.

The research process was conducted through systematic and continuous library research stages, beginning with problem identification and ending with the formulation of research conclusions. Data collection commenced with a comprehensive search of academic literature using various scientific databases and reference sources relevant to the research focus. Following the identification stage, the next step involved source selection based on relevance, academic quality, publication recency, and direct connection to the research problem (Abusaada & Elshater, 2024). The selected literature was then classified into several thematic categories, including affiliate marketing concepts, characteristics of the *ju'alah* contract, principles of *fiqh muamalah*, Sharia Economic Law provisions, and contemporary digital transaction practices. Subsequently, the data were organized by grouping different viewpoints, theories, and previous research findings into categories aligned with the analytical needs of the study. This process aimed to generate a systematic data structure that would facilitate interpretation, comparison of academic perspectives, and the development of scientific arguments relevant to the research focus under examination.

Data analysis in this study was conducted through several interrelated stages, namely data reduction, data categorization, data presentation, data interpretation, literature synthesis, conclusion drawing, and verification of findings. Data reduction was carried out by selecting information directly related to the research focus, ensuring that only relevant data were included in the analysis. Subsequently, the data were categorized according to analytical themes to facilitate interpretation and the development of scholarly arguments. Data presentation was conducted descriptively through the exposition of concepts, theories, and previous research findings related to affiliate marketing practices and the *ju'alah* contract. During the interpretation stage, various academic sources were analyzed in depth to identify conceptual and normative relationships capable of explaining the research phenomenon. To ensure the validity of the findings, theoretical triangulation and source triangulation were employed by comparing, relating, and confirming perspectives originating from different bodies of literature, thereby producing a more objective and comprehensive understanding (Rivard, 2024). Through these stages, the research findings are expected to demonstrate an adequate level of consistency, credibility, and academic validity in addressing the research focus that has been established.

RESULTS AND DISCUSSION

Result

Legal Construction of Affiliate Marketing Commission Mechanisms under Sharia Economic Law

The literature review indicates that Sharia Economic Law is understood as a set of Islamic legal principles, norms, and provisions governing economic activities to ensure that they are conducted in accordance with the values of justice, public benefit, transparency, and the avoidance of prohibited elements such as

riba, *gharar*, and *maysir*. Various academic studies explain that the development of the digital economy has expanded the scope of Sharia Economic Law into various forms of electronic transactions that were previously unknown in classical *muamalah* practices (Riyanti, 2022). Other literature suggests that Sharia principles remain the primary basis for assessing the validity of digital transactions, even though the forms, media, and mechanisms of transactions have evolved as a result of developments in information technology (Halaburda et al., 2024). Several studies also demonstrate that Sharia Economic Law functions not only as a normative legal instrument but also as an ethical framework that regulates the conduct of parties engaged in digital economic activities by upholding the values of trustworthiness, honesty, and responsibility (López Jiménez et al., 2021). These findings indicate that Sharia Economic Law continues to evolve alongside digital economic transformation while maintaining the fundamental principles that constitute the foundation of Islamic commercial transactions.

An examination of the literature findings reveals that the implementation of Sharia Economic Law in digital transactions is carried out through the adaptation of *fiqh muamalah* concepts to the development of modern technology-based business models. Various academic sources explain that changes in transactional forms do not necessarily alter the legal principles underlying their assessment because the substantive elements of the contract remain the primary focus in determining whether an economic activity complies with Sharia principles (Mohammed, 1988). The literature also demonstrates that the development of marketplaces, social media platforms, and electronic commerce systems has generated new forms of legal relationships that require contextual legal interpretation based on contemporary *muamalah* principles (Shoimah, 2026). Several studies indicate that academic approaches tend to emphasize the identification of contractual elements, the clarity of rights and obligations among parties, and the presence of justice within digital transactions. Furthermore, academic sources reveal that the flexibility of Sharia Economic Law allows the emergence of new contractual forms, provided that they do not contradict the fundamental principles of Sharia established in *fiqh muamalah*. Consequently, the literature demonstrates that Sharia Economic Law possesses adaptive characteristics in responding to developments in the digital economy.

The relationship between the findings concerning Sharia Economic Law and the research problem can be observed in the tendency of the literature to regard contractual clarity as a fundamental element in assessing the validity of digital economic practices. Various academic sources indicate that every technology-based business activity, including digital affiliate programs, must be grounded in a clearly defined contract so that the rights and obligations of all parties can be determined with certainty (Pech, 2022). Other studies explain that ambiguity regarding compensation mechanisms or legal relationships within digital transactions may create Sharia-related concerns associated with *gharar* and contractual uncertainty (Pech, 2022). A number of studies further demonstrate that the development of digital business models has increased the need to identify contractual forms that correspond to the characteristics of transactions conducted on electronic platforms. In many academic discussions, commission systems in affiliate programs are frequently associated with the need to determine the

contractual basis governing the relationship between product providers and promoters. These findings illustrate that the examination of whether affiliate marketing commission mechanisms are compatible with specific contractual arrangements constitutes part of the broader development of Sharia Economic Law in response to contemporary digital economic transformation.

The literature findings concerning affiliate marketing indicate that this marketing model has evolved into a digital promotional strategy that connects sellers with individuals or content creators who assist in marketing products through various digital platforms. Under this system, affiliates receive a unique referral link used to promote products and earn commissions whenever transactions are generated through the shared affiliate link (Mangiò & Di Domenico, 2022). Numerous studies explain that affiliate marketing has become one of the fastest-growing marketing methods because it enables sellers to expand promotional reach without incurring substantial fixed marketing costs (Ciaburri et al., 2026). Other literature suggests that this system is widely utilized across marketplaces and social media platforms because it leverages the influence of digital content on consumer purchasing decisions. Several studies also reveal that the effectiveness of affiliate marketing is highly dependent upon audience engagement, affiliate credibility, and the quality of promotional content delivered to platform users. These findings demonstrate that affiliate marketing has become an integral component of the electronic commerce ecosystem operating across modern digital platforms.

Further examination of the affiliate marketing literature indicates that this system possesses characteristics distinct from conventional marketing models because it is fundamentally based on performance outcomes. Academic sources explain that commissions are not granted according to working hours or the number of promotional contents produced; rather, they are awarded based on the successful generation of transactions that satisfy the requirements established by the platform and sellers (Gao et al., 2023). Several studies describe affiliate relationships as flexible forms of cooperation because affiliates are not engaged as permanent employees but instead function as parties assisting in the expansion of product marketing through digital media. Other academic sources indicate that this system has expanded alongside the increasing use of social media as a medium for promotion and commercial transactions. Various studies have also found that platform algorithms influence promotional effectiveness because content distribution is determined by the digital systems used by the platform. These findings suggest that affiliate marketing represents a form of digital economic cooperation in which compensation is primarily based on the achievement of specific outcomes resulting from promotional activities.

The relationship between affiliate marketing findings and the research problem can be observed through the commission mechanism that serves as the defining feature of digital affiliate systems. Various studies indicate that commissions are paid only after affiliates successfully generate transactions according to targets established by sellers or digital platforms (Gu et al., 2025b). Other research explains that successful transactions constitute the primary condition for affiliates to become entitled to compensation, thereby making economic relationships within affiliate programs heavily dependent upon

achieved outcomes (Gu et al., 2025c). Several studies also identify commission transparency, payment conditions, and cooperation mechanisms as key issues in discussions concerning the legality of digital affiliate programs. Literature examining Sharia-based electronic transactions demonstrates that such commission structures are frequently analyzed to determine the contractual form most appropriate for the legal relationships among participating parties. Consequently, the literature indicates a direct connection between affiliate marketing commission mechanisms and the issue of contractual clarity in digital economic practices.

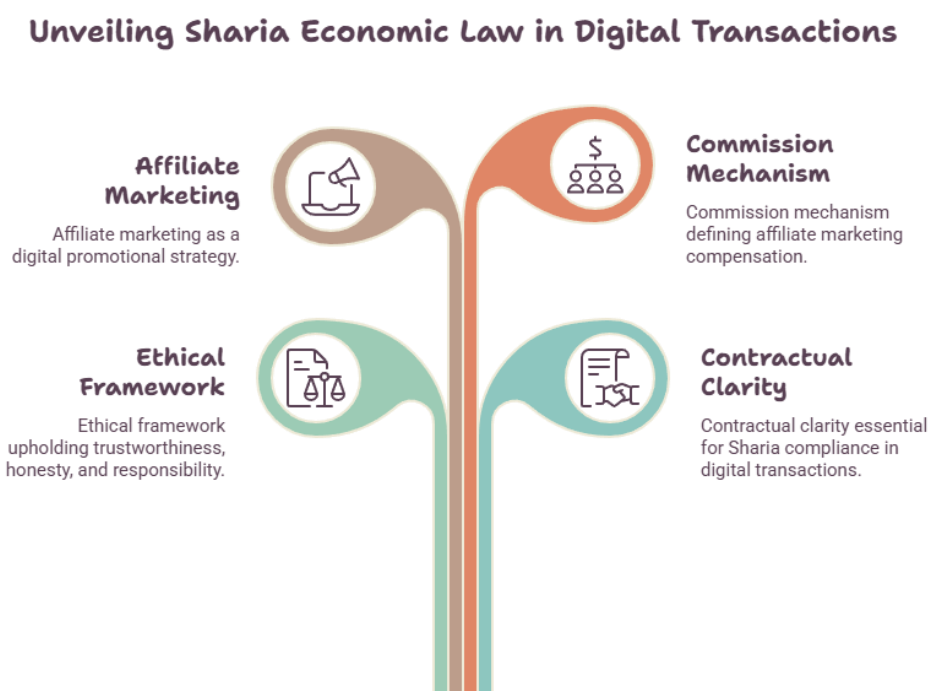


Figure 1 : Conceptual Framework of Sharia Economic Law in Digital Affiliate Transactions

The Compatibility of TikTok Shop Affiliate Commission Mechanisms with Sharia Contract Principles

The literature concerning TikTok Shop demonstrates that the platform has evolved into an integrated environment combining social media and marketplace functions, enabling promotional activities, communication, and commercial transactions to occur within a single interconnected digital system. Various studies explain that TikTok Shop provides an affiliate marketing feature that allows users to promote products through videos, live streaming sessions, and other forms of digital content in exchange for sales commissions (Sudiantini et al., 2024). Other literature suggests that the rapid growth of TikTok Shop has been supported by high levels of user engagement, enabling product promotion processes to occur more efficiently than conventional digital marketing approaches (Burns, 2025). Several studies also indicate that TikTok Shop's affiliate system grants content creators considerable flexibility in selecting products for promotion according to the characteristics of their audiences. Furthermore, academic sources reveal that

commission incentives represent one of the primary factors driving the increasing number of affiliates participating in the TikTok Shop ecosystem. These findings suggest that affiliate marketing has become a major component of digital commerce activities conducted through the platform.

An explanation of the literature findings regarding TikTok Shop indicates that the affiliate feature has generated a transactional structure involving multiple parties within a single digital economic mechanism. Various studies explain that sellers are responsible for providing products and determining commission rates, while affiliates are tasked with promoting those products through digital content connected to the platform's system (Gu et al., 2025d). Other literature describes how commission payments are automatically processed based on transaction data recorded within the TikTok Shop system, thereby enabling economic relationships to operate through an integrated digital mechanism. Several studies also identify transparency regarding commissions, products, and sales performance as essential components of the platform's affiliate program. Moreover, academic sources indicate that the success of product promotion is significantly influenced by affiliates' ability to establish trust with their audiences through the content they create. These findings demonstrate that TikTok Shop functions not only as an electronic commerce platform but also as an economic environment connecting digital promotion with performance-based compensation systems.

The relationship between the findings concerning TikTok Shop and the research problem can be identified through the commission mechanism that constitutes the central feature of its affiliate program. Various studies indicate that affiliates receive compensation only after consumers complete transactions through affiliate links that have been distributed previously (Kumar et al., 2024). Other research explains that the relationship between sellers and affiliates is established through agreements concerning product promotion and commission payments, the amounts of which are determined before promotional activities commence (Permatasari et al., 2025). Numerous academic sources also demonstrate that discussions regarding the legality of TikTok Shop's commission system are frequently associated with contractual concepts in *fiqh muamalah* because compensation is awarded for the successful completion of specific tasks. Literature concerning Sharia-based digital transactions further reveals that this pattern constitutes one of the primary areas of inquiry when assessing the compatibility of affiliate practices with the principles of Sharia Economic Law. Therefore, the findings identified across various academic sources indicate a strong relationship between TikTok Shop's commission mechanism and the central research problem addressed in this study.

Discussion

The findings of this study indicate that affiliate marketing practices on TikTok Shop are primarily characterized by a commission-based compensation system in which affiliates receive remuneration upon successfully generating sales transactions through digital promotional activities. These findings reveal the existence of a legal relationship established through an agreement regarding the tasks to be performed and the compensation to be received when predetermined outcomes are achieved. From the perspective of Sharia Economic Law, this pattern

demonstrates substantial conformity with the characteristics of the *ju'alah* contract, which places the successful completion of a specific task as the basis for entitlement to compensation (Vuong & Nguyen, 2022). The synthesis of the literature further demonstrates that commissions within affiliate programs are not granted based on working hours or permanent employment relationships but rather on the achievement of predetermined outcomes. This condition indicates that performance-based achievement constitutes the dominant element governing the legal relationship between sellers and affiliates. Therefore, the substance of the findings suggests a strong connection between the commission mechanism employed in TikTok Shop affiliate marketing and the legal construction of the *ju'alah* contract as recognized within contemporary *fiqh muamalah*.

The findings of this study are closely aligned with several previous studies that characterize affiliate marketing as a form of digital economic activity sharing similar features with the *ju'alah* contract, particularly because compensation is provided based on the successful completion of specific tasks (Salma et al., 2024d). The present findings reinforce this perspective by demonstrating that successful sales transactions constitute the primary condition for affiliates to become entitled to commissions. However, this study also extends previous discussions by specifically examining the affiliate marketing mechanism on TikTok Shop, thereby providing a more contextualized understanding of the implementation of the *ju'alah* contract within social media-based digital transactions. Several previous studies have focused primarily on affiliate marketing from a general perspective or have associated it with *samsarah* and *wakalah bil ujah* contracts (Najib, 2024). In contrast, the findings of this study indicate that the *ju'alah* framework demonstrates stronger relevance when compensation is explicitly linked to the successful achievement of predetermined outcomes. Consequently, this study contributes to the academic discourse by strengthening arguments regarding the applicability of the *ju'alah* contract in explaining contemporary digital affiliate marketing practices.

From a theoretical perspective, the findings demonstrate that the concept of the *ju'alah* contract possesses a high degree of flexibility in responding to the development of digital business models without losing the normative substance upon which it is founded. Within *fiqh muamalah* theory, *ju'alah* is understood as a promise of compensation granted to an individual who successfully performs a task or achieves a specified outcome determined in advance (Gojali et al., 2022b). The findings indicate that these characteristics remain identifiable in TikTok Shop affiliate marketing practices despite the fact that interactions occur through digital systems and involve platform-based technologies. These results reinforce the view that technological developments do not alter the essence of contractual arrangements but merely influence the medium through which they are implemented (Ruben, 2024). At the same time, the findings provide a new perspective suggesting that the application of the *ju'alah* contract within the digital economy requires a broader understanding of concepts such as work, outcomes, and verification mechanisms, all of which are increasingly determined by electronic systems. Therefore, this study contributes to the advancement of contemporary *muamalah* theory by demonstrating its adaptability to ongoing digital economic transformation.

The implications of the findings can be observed from both theoretical and practical dimensions. From a theoretical standpoint, this study enriches the body of knowledge in Sharia Economic Law by providing academic arguments regarding the relevance of the *ju'alah* contract in explaining affiliate marketing practices that have emerged within modern digital platforms. This contribution is particularly important because the rapid development of the digital economy continues to generate new forms of transactions that are not explicitly discussed within classical *fiqh* literature, thereby requiring contextual legal interpretation grounded in Sharia principles (Asyiqin, 2025). From a practical perspective, the findings may serve as a reference for business actors, affiliates, and platform operators in designing cooperative arrangements that are more consistent with Sharia principles. Particular attention should be given to the clarity of work objectives, success criteria, and commission structures to ensure that the resulting legal relationships provide adequate transparency and legal certainty. Furthermore, the findings may serve as a consideration for institutions responsible for developing Sharia economic regulations, enabling them to respond more effectively to the evolving dynamics of electronic transactions. In this regard, the study contributes not only to academic discourse but also to the practical development of Sharia-compliant digital economic ecosystems.

The emergence of findings demonstrating substantial conformity between TikTok Shop affiliate marketing and the *ju'alah* contract can be explained through several interrelated factors. The first factor concerns the outcome-oriented nature of compensation in both mechanisms. The literature indicates that, in both *ju'alah* and affiliate marketing arrangements, entitlement to compensation arises only after the successful achievement of a predetermined result (Salma et al., 2024e). The second factor relates to the existence of prior agreements specifying the nature of the task and the compensation to be awarded upon successful completion. The third factor concerns technological developments that enable transaction outcomes to be verified automatically through platform systems, thereby enhancing certainty regarding the successful performance of assigned tasks (Albshaier et al., 2024). In addition, the growing use of social media as a medium for electronic commerce has encouraged the development of economic cooperation models that rely more heavily on performance-based outcomes than on conventional employment relationships. The interaction of these factors helps explain why affiliate marketing exhibits strong conceptual similarities with the *ju'alah* contract within the framework of Sharia Economic Law.

Based on the findings of this study, several recommendations may be proposed to support the continued development of Sharia-compliant digital economic practices and scholarship. For academics, further studies are needed to examine the implementation of other *muamalah* contracts across emerging digital business models so that the scope of Sharia Economic Law scholarship may become more comprehensive. For business practitioners and affiliates, it is essential to ensure that all aspects of cooperation, including commission requirements, promotional objectives, and compensation mechanisms, are structured in a transparent and clearly defined manner to minimize potential disputes and legal uncertainty (McManus, 2023). For digital platform operators, greater efforts should be made to provide transparent information regarding commission systems and the rights

of participating parties in order to uphold principles of fairness and accountability. Meanwhile, institutions engaged in the development of Sharia fatwas and regulations should continue to evaluate emerging digital transaction models so that the legal guidance they provide remains responsive to contemporary societal needs. Through such efforts, the development of the digital economy can progress alongside strengthened compliance with Sharia principles and values.

CONCLUSION

This study concludes that the commission mechanism implemented in the TikTok Shop affiliate program is substantially compatible with the principles of the *ju'alah* contract within the framework of Sharia Economic Law. The compatibility is reflected in the outcome-based nature of remuneration, whereby affiliates become entitled to commissions only after successfully generating sales transactions in accordance with predetermined conditions. The legal relationship established between sellers and affiliates also fulfills the essential characteristics of *ju'alah*, including the existence of a prior agreement, clearly defined performance objectives, and compensation contingent upon the achievement of specified results.

The findings demonstrate that classical fiqh *muamalah* concepts remain relevant in addressing contemporary digital business practices. The *ju'alah* contract provides an appropriate legal framework for understanding affiliate marketing arrangements because it accommodates performance-based cooperation while maintaining the principles of transparency, fairness, and legal certainty required by Sharia. This indicates that the development of digital commerce does not necessarily create new legal paradigms but often represents a contemporary manifestation of contractual concepts already recognized in Islamic jurisprudence.

From a practical perspective, the study highlights the importance of ensuring transparent commission structures, clearly defined contractual obligations, and compliance with Sharia principles throughout affiliate marketing activities. Nevertheless, the findings should be understood within the scope of a library-based study. Future research is therefore encouraged to employ empirical approaches involving affiliates, sellers, and digital platform operators, as well as to compare affiliate marketing practices with other Islamic contractual models such as *samsarah*, *wakalah bil ujah*, and *ijarah*. Such efforts will contribute to a more comprehensive understanding of Sharia-compliant digital economic practices in the evolving social commerce ecosystem.

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