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Analysis of Performance-Based Reward Systems in Digital Campaign Content Distribution: A *Ju'alah* Contract Perspective

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Abstract

Keywords:

Sharia Economic Law; Digital Campaign; Content Clipping; *Ju'alah* Contract.

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This study examines the conformity of performance-based reward systems in digital campaign content distribution with the principles of the *ju'alah* contract in Sharia Economic Law. The study is motivated by the increasing adoption of target-based reward mechanisms in digital campaign activities and the limited scholarly discussion regarding their Sharia legal status. Using a qualitative library research approach, data were collected from academic literature, DSN-MUI fatwas, regulations, and other relevant sources. The analysis focuses on the essential elements of *ju'alah*, including the existence of a reward provider (*ja'il*), task performer (*maj'ul lahu*), specified work (*'amal*), predetermined reward (*ju'l*), and measurable outcomes. The findings indicate that performance-based reward systems in digital campaign content distribution fulfill these elements because compensation is granted only after predetermined performance targets are achieved. Therefore, such reward mechanisms are substantively consistent with the *ju'alah* contract and compatible with the principles of Sharia Economic Law.

Abstrak

Kata kunci:

Hukum Ekonomi Syariah; Kampanye Digital; kliping konten; Kontrak *Ju'alah*.

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Penelitian ini mengkaji kesesuaian sistem penghargaan berbasis kinerja dalam distribusi konten kampanye digital dengan prinsip-prinsip kontrak *ju'alah* dalam Hukum Ekonomi Syariah. Studi ini dilatarbelakangi oleh meningkatnya adopsi mekanisme penghargaan berbasis target dalam kegiatan kampanye digital dan terbatasnya diskusi ilmiah mengenai status hukum Syariah mereka. Dengan menggunakan pendekatan penelitian perpustakaan kualitatif, data dikumpulkan dari literatur akademik, fatwa DSN-MUI, regulasi, dan sumber relevan lainnya. Analisis berfokus pada unsur-unsur penting *ju'alah*, termasuk keberadaan penyedia hadiah (*ja'il*), pelaku tugas (*maj'ul lahu*), pekerjaan tertentu (*'amal*), pahala yang telah ditentukan (*ju'l*), dan hasil yang terukur. Temuan menunjukkan bahwa sistem penghargaan berbasis kinerja dalam distribusi konten kampanye digital memenuhi elemen-elemen ini karena kompensasi hanya diberikan setelah target kinerja yang telah ditentukan tercapai. Oleh karena itu, mekanisme penghargaan tersebut secara substansial konsisten dengan kontrak *ju'alah* dan sesuai dengan prinsip-prinsip Hukum Ekonomi Syariah

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INTRODUCTION

The rapid development of digital technology has transformed patterns of communication, promotion, and information dissemination across various modern economic activities, including digital campaigns that utilize content clipping systems as instruments for delivering messages to broad audiences (Asyiqin, 2025). In practice, digital campaign content clipping is conducted by collecting, processing, republishing, or redistributing specific content through various digital media platforms, which are subsequently linked to rewards based on certain performance achievements, such as the number of posts, audience reach, engagement rates, or predetermined dissemination targets (Dewiswara & Abidah Suryaningsih, 2025a). This system reflects a result-oriented working relationship that differs from conventional wage arrangements because the amount of compensation is not always determined by working hours but rather by the successful attainment of specified targets (Salma et al., 2024a). Nevertheless, the development of this digital work model has not been accompanied by clear guidance regarding its conformity with the principles of Sharia Economic Law, particularly concerning the application of the *ju'alah* contract as the legal basis for performance-based rewards. This condition creates an academic need to examine more thoroughly the legal characteristics embedded in digital campaign content clipping practices from the perspective of the *ju'alah* contract.

Studies on the *ju'alah* contract in contemporary economic activities have experienced significant development in recent years, particularly within the context of the digital economy and platform-based transactions (Rong, 2022). Several studies have identified the *ju'alah* contract as a relevant instrument for explaining commission mechanisms in digital affiliate programs, marketing bonus systems, and various forms of rewards based on specific achievements in modern economic activities (Keßels, 2022). Other studies have also demonstrated that the *ju'alah* contract possesses considerable flexibility, enabling its application to various digital transaction models, provided that the work object, reward, and expected benefits are clearly defined (Han et al., 2022). However, most previous studies have focused on affiliate marketing, digital banking, and Islamic financial services, while specific discussions on performance-based reward systems in digital campaign content clipping remain largely absent. This limitation indicates a research gap that leaves the legal characteristics of digital campaign content clipping insufficiently explained through the framework of the *ju'alah* contract.

This study aims to analyze performance-based reward systems in digital campaign content clipping practices from the perspective of Sharia Economic Law by employing the *ju'alah* contract as its primary analytical framework. This objective is important because the expansion of the digital economy has generated various new forms of legal relationships that cannot be fully explained through classical contractual constructions without contextual adaptation to the

characteristics of modern transactions (Asyiqin, 2025). From the perspective of *fiqh muamalah*, all economic activities are fundamentally permissible as long as they do not contain elements of *gharar*, *riba*, *maysir*, or other forms of injustice that contradict Islamic principles (Mohammad & Al-Bool, 2026). Therefore, an examination of performance-based reward systems in digital campaign content clipping is necessary to identify the extent to which such practices correspond with the essential elements of the *ju'alah* contract as formulated within the literature of Sharia Economic Law (Salma et al., 2024b). In addition to its theoretical relevance for the development of contemporary *fiqh muamalah* studies, this research contributes to expanding academic discourse on the application of Islamic contracts within rapidly evolving digital economic activities.

The importance of this study is not solely grounded in the emergence of digital campaign content clipping as a new economic phenomenon but also in the need to provide a legal framework capable of explaining the Sharia legitimacy of performance-based reward systems employed in such practices. The research gap identified in previous studies indicates that discussions of the *ju'alah* contract remain largely concentrated on financial sectors, affiliate marketing, and digital business services in general, leaving the legal characteristics of digital campaign content clipping insufficiently explored as a distinct object of study (Dewiswara & Abidah Suryaningsih, 2025a; Fiachsania et al., 2025). At the same time, the growing adoption of target-based systems in digital campaigns requires greater Sharia legal certainty to ensure that relationships between employers and workers are conducted fairly, transparently, and in accordance with Islamic transactional principles (*muamalah*) ((Faizah & Aisyah, 2023). This study is expected to contribute theoretically by strengthening the conceptual construction of the *ju'alah* contract within the context of the contemporary digital economy and practically by providing normative guidance for business actors, digital campaign organizers, and the wider community in implementing performance-based reward systems that comply with the principles of Sharia Economic Law.

RESEARCH METHOD

This study focuses on performance-based reward systems in digital campaign content clipping practices, analyzed from the perspective of Sharia Economic Law using the *ju'alah* contract as the primary analytical framework. This focus was selected because the development of digital economic activities has generated various new forms of legal relationships in which performance achievement serves as the basis for compensation, thereby creating the need to identify their conformity with the principles of Islamic contracts within contemporary *fiqh muamalah* (Lim, 2025a). The object of the study encompasses not only the reward mechanism employed in digital campaign content clipping practices but also the legal elements embedded in the relationship between the

party assigning the work and the party performing it, the nature of the targets established, the characteristics of the work outcomes that serve as the basis for compensation, and the conformity of such practices with the provisions of the *ju'alah* contract in the literature of Sharia Economic Law. The examination of the research object positions digital campaign content clipping as a digital economic phenomenon with distinctive characteristics because it links information dissemination activities with reward systems based on specific performance outcomes. Accordingly, the study seeks to obtain a comprehensive understanding of the legal construction that can explain the Sharia legitimacy of such practices.

This study employed a library research design with a descriptive qualitative approach that emphasizes the description, examination, interpretation, and synthesis of various academic sources relevant to the research focus (Jamaluddin et al., n.d.). The qualitative approach was chosen because the study does not seek to measure phenomena through statistical data but rather to understand the meanings, concepts, legal principles, and relationships between theory and practice that emerge within performance-based digital economic activities (Lim, 2025a). Meanwhile, the descriptive approach was applied to provide a systematic portrayal of the characteristics of the *ju'alah* contract and its relevance to performance-based reward systems in digital campaign content clipping practices. Research data were obtained from various academic sources directly related to the research focus, including reputable journal articles, scholarly books, conference proceedings, regulations, DSN-MUI fatwas, and other relevant academic materials. In this study, primary data consisted of literature directly addressing the *ju'alah* contract, Sharia Economic Law, and performance-based reward systems in digital activities, while secondary data comprised supporting literature that explained the context of the digital economy, research methodology, and developments in contemporary *fiqh muamalah* studies.

The research data sources were selected based on their relevance, academic credibility, publication recency, and direct connection to the objectives of the study. Priority was given to literature originating from reputable journals and open-access academic sources published within the last five years to ensure an up-to-date understanding of developments in Sharia Economic Law and the contemporary digital economy (Haanurat et al., 2023). In addition, the study utilized DSN-MUI fatwas, regulations, and Islamic legal literature directly relevant to the discussion of the *ju'alah* contract as the primary analytical framework. Sources were selected through a rigorous process that considered thematic relevance, depth of discussion, validity of arguments, and academic contribution to addressing the research problem (Kinnear et al., 2022). The use of diverse academic sources was intended to generate an analysis that extends beyond normative aspects of Sharia Economic Law and is capable of explaining developments in digital economic practices that constitute the object of the study.

Through the use of varied sources, the research established a broad academic foundation for interpreting performance-based reward systems in digital campaign content clipping practices.

The research process was conducted through systematic library research procedures, with academic literature serving as the primary source of data collection. The initial stage involved a comprehensive literature search related to the *ju'alah* contract, Sharia Economic Law, the digital economy, performance-based reward systems, and digital campaign content clipping practices through relevant academic databases (Cheong et al., 2023a). Following source identification, the selected literature was screened according to thematic relevance, academic quality, publication recency, and suitability to the research focus. The selected materials were then classified into thematic categories, including the concept of the *ju'alah* contract, principles of Sharia Economic Law, performance-based reward mechanisms, and the characteristics of digital campaign activities. The subsequent stage involved organizing the data by constructing analytical categories to facilitate interpretation and literature (Kinnear et al., 2022). Through these stages, the study generated structured data that enabled a systematic analytical process aligned with the objectives established at the outset of the research.

Data analysis in this study was carried out through several interconnected stages, namely data reduction, data categorization, data presentation, data interpretation, literature synthesis, conclusion drawing, and verification of findings. Data reduction was performed by selecting information directly relevant to the research focus in order to obtain representative and analytically meaningful data. Subsequently, the data were categorized according to major themes related to the *ju'alah* contract, performance-based reward systems, and digital campaign content clipping practices, thereby facilitating systematic presentation and interpretation (Lim, 2025a). To ensure the validity of the findings, the study employed both theory triangulation and source triangulation through the comparison, integration, and confirmation of various perspectives, concepts, and findings derived from different academic sources (Jowsey et al., 2021; Schlunegger et al., 2024). The application of these triangulation techniques enabled the study to produce a more comprehensive, objective, and academically robust analysis because each finding was examined through multiple perspectives available in the relevant literature.

RESULTS AND DISCUSSION

Result

Sharia Economic Law in Digital Economic Activities

Recent literature on Sharia Economic Law demonstrates a significant expansion of scholarly discussions concerning various forms of digital economic activities that have emerged as a consequence of advances in information and

communication technology (Asyiqin, 2025). Various academic sources indicate that Sharia Economic Law is no longer understood merely as a set of norms governing conventional transactions but also as a legal system capable of adapting to the development of digital business models, provided that they remain grounded in the principles of justice, public benefit, transparency, and mutual consent among contracting parties (Mutaufiq & Mutaufiq STIE BII Bekasi, 2026). Other studies reveal that the growth of the digital economy has generated new forms of legal relationships involving digital platforms, service providers, content creators, and users as integral components of interconnected transactional ecosystems (Uriawan et al., 2025). The literature further suggests that many digital economic activities require contractual adaptations because their transactional characteristics do not fully correspond to those found in conventional *muamalah* practices (Mubarok et al., 2026a). Across these studies, Sharia Economic Law is positioned as a normative instrument used to assess whether digital economic activities conform to the principles of Islamic law as developed within contemporary *fiqh muamalah* scholarship.

The literature explains that the expansion of Sharia Economic Law into the realm of digital activities has been achieved through the interpretation of fundamental *muamalah* principles and their application to the characteristics of modern transactions (Al-Faizin et al., n.d.). A number of studies indicate that digital platforms have produced network-based work arrangements that allow individuals to earn compensation through information dissemination, product promotion, and digital content creation without establishing formal employment relationships comparable to those found in conventional labor systems (Al-Faizin et al., n.d.). The literature also suggests that legal relationships within the digital economy tend to be established through electronic agreements in which targets, outcomes, and reward systems constitute essential transactional elements (Maghfirah & Shabarullah, 2026). Furthermore, academic sources explain that the implementation of Sharia principles in digital economic activities is not limited to contractual validity but also encompasses justice, information transparency, and the protection of rights and obligations among the parties involved (Hasan et al., 2025). These findings demonstrate that the digital economy has become one of the most actively discussed areas within contemporary Sharia Economic Law scholarship.

The literature on the development of Sharia Economic Law in digital economic activities is closely related to the research problem concerning the conformity of performance-based reward systems in digital campaign content clipping practices. Various academic sources indicate that digital work systems linking compensation to performance outcomes have become a widespread phenomenon across numerous internet-based platforms and services (ALBERTO DURIGAN JUNIOR et al., 2021a). The literature further shows that legal

relationships within digital activities are frequently constructed through reward mechanisms that make the achievement of predetermined targets the primary condition for obtaining compensation (ALBERTO DURIGAN JUNIOR et al., 2021a). At the same time, several studies emphasize that the evolution of digital business models has created a need for legal explanations capable of connecting these emerging practices with the principles of Islamic law developed within *fiqh muamalah* scholarship (Asyiqin, 2025). The literature reviewed in this study suggests that digital campaign content clipping can be situated within the broader context of the digital economy, which requires legal clarification regarding the relationship among work performance, targets, and compensation mechanisms. Consequently, the research problem is associated with the need to understand the position of performance-based reward systems within the framework of Sharia Economic Law governing contemporary digital economic activities.

The literature on digital campaigns indicates that digital campaigning has evolved into a technology-based communication strategy that utilizes digital media to disseminate information to broad and measurable audiences (Cheong et al., 2023b). Various academic sources explain that digital campaigns are not limited to commercial marketing but are also widely employed in social, educational, political, and other forms of public communication that require rapid and extensive information distribution (Lim, 2025b). The literature further demonstrates that the expansion of digital platforms has facilitated the emergence of campaign models that rely on user participation in the dissemination of information through content posting, reposting, and social media-based promotional activities (Dewiswara & Abidah Suryaningsih, 2025b). Several studies also report that the effectiveness of digital campaigns is commonly assessed through indicators such as view counts, user engagement, audience reach, participation levels, and the capacity of content to reach targeted groups (Mubarok et al., 2026b). These findings demonstrate that digital campaigns are closely associated with performance evaluation systems based on measurable outcomes.

The literature discussing digital campaigns suggests that information dissemination within digital environments depends heavily on the participation of individuals and groups who contribute to expanding content reach through various social media platforms (Mubarok et al., 2026a). Several studies explain that content distribution activities in digital campaigns are frequently organized through target-based work systems that link successful information dissemination to specific incentives awarded to participants in digital activities (Silviana Rohimah & Nurul Huda, 2025a). Other literature indicates that technological developments enable campaign organizers to measure performance in real time, making it easier to evaluate the effectiveness of information dissemination compared with conventional campaign models (ALBERTO DURIGAN JUNIOR et

al., 2021b). In addition, academic sources explain that performance-based systems are increasingly adopted in digital campaigns because they are considered effective in enhancing information distribution and encouraging broader user participation (Cheong et al., 2023c). These findings illustrate that the development of digital campaigns has occurred alongside the emergence of reward mechanisms that emphasize measurable work outcomes.

The characteristics of digital campaigns described in the literature are directly related to the research problem concerning performance-based reward systems in digital campaign content clipping practices. The literature indicates that digital campaigns generally employ specific performance indicators as benchmarks for evaluating the success of information dissemination activities, resulting in reward systems that are closely connected to the outcomes achieved by campaign participants (Lim, 2025c). Academic sources further explain that content distribution through digital media facilitates the formation of work relationships that are not necessarily based on working hours but rather on the achievement of predetermined targets (Salma et al., 2024c). The literature reviewed in this study demonstrates that such practices are commonly found in various forms of digital promotion, information dissemination, and online content distribution activities (Dewiswara & Abidah Suryaningsih, 2025a). These findings indicate that the characteristics of digital campaigns are closely linked to performance-based reward systems, which constitute a central aspect of the research problem concerning the conformity of digital campaign content clipping practices with the principles of Sharia Economic Law.

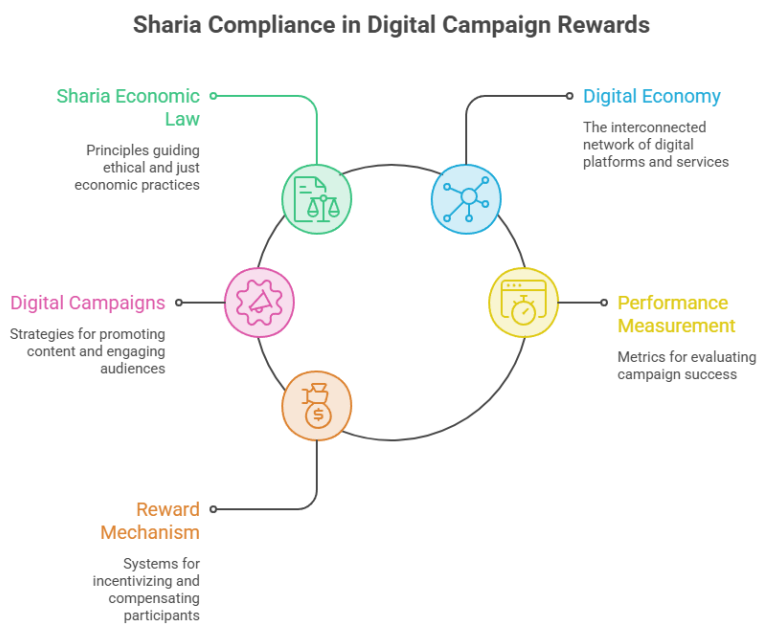


Figure 1 : Sharia Compliance in Digital Campaign Rewards

Performance-Based Reward Systems in Digital Campaigns: The Perspective of Ju'alah Contract

The literature on the *ju'alah* contract explains that it represents a contractual arrangement in Islamic commercial jurisprudence based on a promise of compensation granted to a party who successfully completes a specified task or achieves a predetermined outcome (Dewiswara & Abidah Suryaningsih, 2025a). Various academic sources indicate that the principal elements of the *ju'alah* contract include a designated task, a promised reward, the party offering the reward, the party undertaking the task, and the successful completion of the targeted objective as the basis for entitlement to compensation (Dewiswara & Abidah Suryaningsih, 2025a). The literature further explains that *ju'alah* is characterized by a considerable degree of flexibility because it does not always require the identity of the performer to be specified from the outset, unlike certain other contracts within *fiqh muamalah* (Dewiswara & Abidah Suryaningsih, 2025a). Contemporary studies also reveal that the *ju'alah* contract has increasingly been discussed in relation to digital economic activities, including affiliate marketing programs, commission-based promotions, and various forms of rewards granted upon the achievement of specific targets (Dewiswara & Abidah Suryaningsih, 2025a). These findings indicate that the *ju'alah* contract has become one of the primary concepts employed in the literature to explain reward systems based on work outcomes.

The explanation of the literature concerning the *ju'alah* contract reveals that it has evolved as an Islamic legal instrument designed to regulate relationships between the party promising a reward and the party undertaking a designated task (Salma et al., 2024d). The literature consistently emphasizes that successful task completion constitutes the essential condition for entitlement to compensation under a *ju'alah* arrangement (Sulthonuddin & Rahayu, 2024a). Several studies further indicate that the application of *ju'alah* in modern economic activities is frequently associated with performance-based reward systems that directly connect work outcomes to the compensation received by the performer (Salma et al., 2024e). In addition, academic sources suggest that the use of *ju'alah* in digital environments is often linked to activities involving measurable targets, where successful performance can be verified through predetermined indicators (Sulthonuddin & Rahayu, 2024a). These findings reveal a growing tendency to apply the *ju'alah* contract to economic activities in which work outcomes serve as the primary basis for compensation and rewards.

The relationship between the description and explanation of the *ju'alah* contract and the research problem becomes evident through the similarity between performance-based reward systems and the reward mechanisms discussed in the *ju'alah* literature. Various academic sources indicate that *ju'alah* places successful task completion as the principal condition for obtaining

compensation, making it highly relevant to economic activities in which rewards depend on the achievement of predetermined targets (Almaida Nabila Putri et al., n.d.-a). The literature further demonstrates that many contemporary digital economic activities rely on outcome-based reward systems that share similar characteristics with the *ju'alah* framework in *fiqh muamalah* (Almaida Nabila Putri et al., n.d.-b). Additional findings indicate that discussions regarding the application of *ju'alah* in digital activities frequently focus on the relationship among work targets, performance achievements, and measurable reward mechanisms (Ajrina & Musyafaah, n.d.). Based on these findings, the literature reviewed in this study demonstrates a clear connection between the characteristics of the *ju'alah* contract and the performance-based reward systems that constitute the central focus of digital campaign content clipping practices

Discussion

The findings of this study indicate that performance-based reward systems in digital campaign content clipping practices are characterized by the placement of outcome achievement as the primary basis for compensation, while the legal relationship established is not entirely dependent on working hours or conventional employment structures. These findings demonstrate that the development of the digital economy has generated more flexible forms of work relationships that are oriented toward measurable performance targets, such as information dissemination reach, audience engagement levels, and the effectiveness of content distribution (Lim, 2025c). Within the framework of Sharia Economic Law, these characteristics reveal a substantive alignment with the *ju'alah* contract, which considers the successful completion of a task as the principal condition for entitlement to compensation (Salma et al., 2024f). The synthesis of the literature further demonstrates that digital campaign content clipping should not be understood merely as an information dissemination activity but also as a form of *muamalah* transaction involving rights, obligations, performance targets, and economic compensation. Therefore, the findings suggest that the *ju'alah* contract possesses strong conceptual relevance for explaining outcome-based reward mechanisms in contemporary digital campaign activities.

The findings of this study are generally consistent with previous research that identifies the *ju'alah* contract as a relevant legal instrument for explaining various forms of performance-based reward systems in digital economic environments. Earlier studies found that digital affiliate programs, commission-based marketing schemes, and online promotional activities share characteristics with the essential elements of the *ju'alah* contract because compensation is contingent upon the successful completion of a specified task (ALBERTO DURIGAN JUNIOR et al., 2021a; Almaida Nabila Putri et al., n.d.-c). This study reinforces those findings by demonstrating that similar patterns can also be observed in digital campaign

content clipping practices. However, this research differs from previous studies because it focuses specifically on content clipping activities rather than affiliate programs or digital marketing in general. As a result, this study extends the scope of *ju'alah* applications within digital economy scholarship and addresses a research gap concerning the relationship between digital content dissemination and performance-based reward mechanisms. This position highlights that the study not only confirms previous findings but also broadens the range of digital activities that may be examined through the perspective of the *ju'alah* contract.

From a theoretical perspective, the findings strengthen the argument that the *ju'alah* contract is one of the most adaptable Islamic contracts for addressing the development of modern transactional forms. Contemporary *fiqh muamalah* literature explains that the flexibility of *ju'alah* lies in its capacity to accommodate outcome-oriented tasks without requiring rigid employment specifications similar to those found in several other contractual arrangements (Ipsita et al., 2024). The findings of this study demonstrate that such flexibility enables the *ju'alah* contract to explain various digital economic activities that connect performance targets with compensation. At the same time, the research contributes to theoretical development by showing that the object of work in a *ju'alah* contract is no longer confined to physical or conventional labor but may also encompass digital activities that generate economic value through information dissemination and content management (Mubarok et al., 2026b). This perspective contributes to the advancement of contemporary *fiqh muamalah* theory by emphasizing that the substantive nature of a contractual relationship is more significant than the technical form of the activity serving as the object of the contract. Consequently, this study expands the interpretive scope of the *ju'alah* contract in addressing the evolving dynamics of the digital economy.

The implications of this study can be observed from both theoretical and practical perspectives. Theoretically, the findings enrich the body of knowledge in Sharia Economic Law by providing a more specific explanation of the application of the *ju'alah* contract to digital campaign content clipping activities, an area that has received relatively limited attention in the academic literature. These findings offer a conceptual foundation for the further development of *fiqh muamalah* studies that are more responsive to transformations in the digital economy (Asyiqin, 2025). From a practical perspective, the results may serve as a reference for digital business actors, campaign organizers, platform operators, and individuals involved in content distribution activities in understanding the Sharia principles relevant to performance-based reward systems (Silviana Rohimah & Nurul Huda, 2025b). Furthermore, this study contributes to institutions responsible for developing regulations and guidelines for Sharia-compliant digital transactions by highlighting the need to accommodate emerging forms of economic activities arising from technological advancement. Therefore, the implications of this study

extend beyond academic discourse and have practical relevance for the development of digital economic activities within society.

The emergence of the findings identified in this study may be explained by several interrelated factors. The first factor is digital technological transformation, which has altered economic relationships from attendance-based work arrangements to performance-based systems that can be measured through digital indicators (ALBERTO DURIGAN JUNIOR et al., 2021a). The second factor is the development of platform-based systems that enable real-time performance measurement, making it easier to link compensation directly to the achievement of specified targets rather than to working hours (Cheong et al., 2023a). The third factor relates to the intrinsic characteristics of the *ju'alah* contract itself, which was conceptually designed to accommodate legal relationships centered on work outcomes and therefore exhibits substantial compatibility with contemporary digital reward models (Sulthonuddin & Rahayu, 2024b). In addition, the literature demonstrates that the expansion of the digital economy has generated transactional forms that cannot always be adequately explained through conventional contractual categories, which are generally oriented toward permanent employment relationships or direct exchanges of goods and services (Maghfirah & Shabarullah, 2026). The combination of these factors explains why the *ju'alah* contract consistently emerges in the literature as one of the most suitable concepts for understanding performance-based reward systems in digital environments.

Based on the findings of this study, several recommendations can be proposed to support the development of both scholarship and practice related to digital economic activities involving reward mechanisms. For academics, further research is needed to explore the application of the *ju'alah* contract in other forms of digital work so that the development of contemporary *fiqh muamalah* theory can proceed in a more comprehensive and contextual manner (Lim, 2025a). For practitioners and digital business actors, it is essential to ensure that performance-based reward systems are designed transparently through the clear specification of targets, performance indicators, and compensation mechanisms in order to minimize the potential for disputes among the parties involved (Silviana Rohimah & Nurul Huda, 2025b). For institutions engaged in the development of Islamic economics, the findings may serve as a foundation for formulating guidelines and conducting further studies on digital transactions that continue to evolve within society. Meanwhile, future researchers are encouraged to investigate the relationship between the *ju'alah* contract and emerging digital economic models so that the development of Sharia Economic Law remains capable of responding effectively to ongoing social and technological changes.

CONCLUSION

This study finds that performance-based reward systems in digital campaign content clipping practices are substantively aligned with the *ju'alah* contract within Sharia Economic Law. This alignment is reflected in the existence of outcome-oriented work, measurable performance targets, and compensation granted only after predetermined objectives have been successfully achieved. The findings indicate that reward mechanisms in digital campaign content clipping are based primarily on the successful completion of specified tasks rather than on the duration of work. Accordingly, the *ju'alah* contract provides a relevant analytical framework for understanding performance-based reward systems in contemporary digital economic activities. This study contributes to the development of Sharia Economic Law by extending the application of *ju'alah* beyond affiliate marketing, sales commissions, and platform-based services to digital campaign content activities. The findings also provide a conceptual reference for digital business actors and campaign organizers in designing reward systems that are consistent with Sharia principles.

Despite these contributions, this study is limited to a library-based inquiry that relies on the analysis and synthesis of academic literature and normative sources. Consequently, it does not capture the diversity of implementation practices across digital platforms with different operational characteristics. In addition, the descriptive qualitative approach emphasizes conceptual and normative analysis rather than empirical assessment of actual practices. Future research is therefore encouraged to examine the implementation of *ju'alah* in various forms of digital work through empirical studies, comparative analyses involving other Sharia contracts, and investigations of performance-based reward systems across different digital platforms. Such studies would provide a more comprehensive understanding of the application of Sharia Economic Law in the evolving digital economy.

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