

ORDERING AQIQAH PACKAGE PRODUCTS AT SALAM AQIQAH MEDAN IN ACCORDANCE WITH ISLAMIC BUSINESS LAW

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Abstract

This research analyzes the practice of ordering aqiqah package products by Salam Aqiqah Medan as aqiqah service provider adopting a digital platform. Issues from an Islamic business law perspective include unclear ordering information, lack of consumer data protection, non-compliance with Shariah Aqiqah principles, and stock limitations. The research aims to evaluate unclear ordering information, analyze consumer data protection, assess compliance with Shariah principles, and address stock limitations. A qualitative method is used with observation, interviews, and documentary study. Findings indicate: 1. Unclear pricing involving vague calculation and determining factors. 2. Efforts towards transparency by Salam Aqiqah Medan, but consumer data privacy is a concern. 3. Salam Aqiqah Medan strives to adhere to Shariah Aqiqah principles, yet discrepancies between estimated product weight and post-slaughter actual weight raise concerns. 4. Stock limitations could lead to customer dissatisfaction and uncertainty. This research illustrates challenges and efforts Salam Aqiqah Medan faces in integrating aqiqah into the digital era, emphasizing transparency, Shariah compliance, and stock availability.

Keywords: *Aqiqah package, Salam Aqiqah Medan, Islamic business law*

Abstrak

Penelitian ini menganalisis praktik pemesanan produk paket aqiqah oleh Salam Aqiqah Medan sebagai pelaku layanan aqiqah yang mengadopsi platform digital. Permasalahan dalam perspektif hukum bisnis Islam meliputi informasi pemesanan yang tidak jelas, kurangnya perlindungan data konsumen, ketidaksesuaian dengan prinsip Syariat Aqiqah, dan keterbatasan stok. Tujuan penelitian ini adalah mengevaluasi ketidakjelasan informasi pemesanan, menganalisis perlindungan data konsumen, mengevaluasi kesesuaian dengan prinsip syariat, dan mengatasi keterbatasan stok. Metode kualitatif digunakan dengan pendekatan observasi, wawancara, dan studi dokumentasi. Hasil penelitian menunjukkan: 1. Ketidakjelasan harga mencakup perhitungan dan faktor penentu harga yang kurang rinci. 2. Usaha transparansi dan informasi jelas dari Salam Aqiqah Medan, tetapi kerahasiaan data konsumen menjadi perhatian. 3. Salam Aqiqah Medan berupaya mematuhi prinsip syariat aqiqah, namun ketidaksesuaian antara estimasi bobot produk dan kenyataan setelah penyembelihan menimbulkan kekhawatiran. 4. Keterbatasan stok dapat mengakibatkan ketidakpuasan pelanggan dan ketidakpastian. Penelitian ini menggambarkan tantangan dan upaya yang dihadapi Salam Aqiqah Medan dalam

mengintegrasikan aqiqah ke dalam era digital, dengan fokus pada transparansi, syariah, dan ketersediaan stok.

Kata Kunci: *paket aqiqah, Salam Aqiqah Medan, Hukum bisnis Islam*)

Introduction

One commonly used digital marketing strategy by product owners is affiliate marketing. Affiliate marketing is a commission-based compensation system where product owners reward individuals who successfully promote their products to others (Afandi et al., 2022). The progression of time propels changes within society. Instant lifestyles have shifted longstanding habits and community patterns swiftly. This applies across various aspects of life, including fashion, the digital realm, and even religious practices. The evolution of time has impacted the tradition of celebrating births and aqiqah ceremonies. Currently, aqiqah bookings have also widely opened up through various digital platforms such as websites, WhatsApp, Instagram, and others.

The presence of a child within the family is the most beautiful gift and an endless source of happiness. A child is a blessing, a providence, a wellspring of tranquility for the eyes and heart, and a long-awaited dream for the married couple who have formed a family. As an expression of gratitude for this blessing, Islam acknowledges aqiqah as one of its manifestations. From the perspective of Islamic law, aqiqah involves the act of sacrificing specific animals for the child's sake, accompanied by the shaving of their hair and the giving of a name.

However, some scholars argue that aqiqah involves the sacrificial offering of an animal as a sign of a baby's birth, along with the trimming of the baby's hair. For instance, Imam Jauhari states that aqiqah is performed by sacrificing an animal on the seventh day after birth, and also shaving the baby's hair. In the general view of scholars regarding aqiqah, there is consensus that the seventh day after birth is the most recommended choice for conducting the aqiqah ceremony

The majority of scholars hold the opinion that aqiqah is recommended (sunnat). Sya'id Sabiq states that aqiqah is a strongly recommended Sunnah, even if a father is facing financial difficulties, as aqiqah was practiced by Prophet Muhammad and his

companions. The compiler of the Sunan books narrates that Prophet Muhammad performed aqiqah for Hasan and Husain, each with a single sheep

Initially, the implementation of aqiqah seemed to require the collaboration of multiple individuals in various tasks, including purchasing the animal, performing the sacrifice, processing the meat, and distributing it to those in need. This process was considered somewhat cumbersome for some individuals, as not everyone possessed the ability to slaughter, manage, and cook with limited resources. For those individuals who wish to express their gratitude and thankfulness to Allah SWT through the aqiqah celebration, without wanting to burden many people around them, they can opt for using aqiqah services. This opens up significant opportunities for aqiqah service providers.

In Islam, the terms "Ba'i al-Salam" and "Ba'i al-Istishnaa" refer to buying and selling methods that involve a system of ordering. Both of these systems fall under the variation of contracts for sale based on orders. Within the framework of Islamic jurisprudence, a transaction of buying and selling between the buyer (mustashnii) and the seller of the order (shanii) for goods with specific specifications (mashnu) is known as "Ba'I al-Istishnaa" (Dimyauddin, 2018).

Wahbah al-Zuhaili explains that "istishna" or a contract of sale refers to an agreement in which a producer commits to creating something according to a specific agreement. This encompasses an agreement to purchase something that has been ordered from a craftsman or producer, to be subsequently produced, whether it be goods or services. In this context, the work or product produced originates from the producer's side, or it can also involve the craftsman performing specific tasks as per the mutually agreed-upon specifications between the seller and the buyer.

An example of an aqiqah service provider adapting to the digital trend is Salam Aqiqah Medan. In response to the needs and preferences of the modern society, Salam Aqiqah Medan began its presence in the city of Medan in 2012, offering ready-to-serve aqiqah services. By leveraging digital platforms such as a website, social media (like Instagram and WhatsApp), and online communication, Salam Aqiqah Medan has made the process of booking and conducting aqiqah ceremonies easier, faster, and more convenient for its customers.

However, the practice of ordering aqiqah package products at Salam Aqiqah Medan, similar to many other businesses, also gives rise to several issues related to Islamic business principles. In the context of Islamic business, certain issues may arise from the execution of aqiqah package orders at Salam Aqiqah Medan, including: a) unclear information during the ordering process of aqiqah package products; b) lack of consumer data protection; c) non-compliance with Shariah principles of aqiqah; d) and unfulfilled stock limitations.

Business development in various sectors, including aqiqah services, has become an interesting phenomenon in the context of the global economy. Amidst this growth, adherence to the principles of Islamic business law has become an important focus in maintaining Islamic integrity and values in commercial transactions. The city of Medan, as the center of economic growth and business activities in Indonesia, is not spared from the impact of this phenomenon. Salam Aqiqah, as one of the aqiqah service providers in Medan, also faces challenges in applying Islamic business principles in the context of ordering aqiqah package products.

As a step towards a better understanding of how Salam Aqiqah Medan can better adhere to Islamic business principles in ordering products, it is important to look at views and experiences from previous research relating to the application of Islamic business law in similar industries. Several previous studies have revealed the positive impact of applying Islamic business principles, such as higher customer trust, improved company reputation, and the establishment of sustainable business relationships.

One related study is a study conducted by Ahmad and Suleiman (2018), which analyzed the application of Islamic business principles in aqiqah catering services in Kuala Lumpur. The results of this study suggest that adherence to Islamic business principles, such as fairness in price and product quality, can give a competitive advantage to service providers.

In addition, another study by Rahman and Abdullah (2020) in the context of wedding services highlights the importance of transparency and openness in information to customers. This is in line with Islamic business principles that emphasize honesty and honesty in transactions. However, at the local level, studies that specifically examine ordering aqiqah package products with a focus on Islamic business principles in Salam

Aqiqah Medan are still very limited. Therefore, this study aims to fill the gap and see how Salam Aqiqah Medan can improve adherence to Islamic business principles in the process of ordering aqiqah package products. By involving views from the management of Salam Aqiqah Medan and comparing them with the findings of previous research, it is hoped that this research can make a meaningful contribution in developing more Islamic and ethical services in the midst of an increasingly dynamic modern business context.

Therefore, the researcher is interested in conducting a study with the aim of examining and analyzing various relevant aspects, including: a) evaluating the quality of information provided to customers during the process of ordering aqiqah package products at Salam Aqiqah Medan; b) analyzing consumer data protection policies; c) assessing the compatibility of the practice of ordering aqiqah package products at Salam Aqiqah Medan with the principles of Shariah aqiqah; and d) identifying and analyzing strategies for managing stock limitations in the process of ordering aqiqah package products.

Literature Review

The material you provided seems to be unrelated to the topic at hand, which is about the practice of ordering aqiqah package products at Salam Aqiqah Medan according to Islamic business law. The content you provided discusses the diversity of Indonesian cuisine spanning from Sabang to Merauke, the historical journey of Indonesian culinary, and various factors contributing to Indonesian culinary flavors. Each region in Indonesia shapes its own culinary potential, resulting in distinct characteristics for cuisine across the country (Nasution & Sihotang, 2022).

The term "Aqiqah" linguistically refers to the hair on the baby's head. According to some views, it is considered impure and needs to be cleaned within seven days of the baby's birth, while others believe it should be done on the ninth or even the eleventh day. Since the number of sacrificial animals allocated for a male child differs from that allocated for a female child.

The term "aqiqah" in its terminology, as mentioned by Ibnul Qayyim in his book "Tuhfatul Maudud," states that Imam Jauhari said: aqiqah is the act of purchasing an

animal on its seventh day and shaving the baby's hair. Furthermore, Ibnul Qayyim explains that this description of aqiqah is presented because it encompasses the two mentioned elements and is more preferable. Additionally, Imam Ahmad and the majority of scholars state that from a religious perspective (Syar'I), what is referred to as aqiqah involves sacrificing or slaughtering a permissible animal to be consumed according to religious regulations (Hj. Nurnaningsih, 2013). Al-Zhahiriyah and Hasan Al-Bshariy argue that aqiqah is obligatory (Syaukaniy, n.d.).

Islamic business law is a framework that establishes rules and principles to be followed in conducting business within the context of Islamic religion. Principles such as transparency, fairness, integrity, and social responsibility serve as crucial foundations in conducting business in accordance with Islamic teachings. Based on the aforementioned description, it is necessary to observe the implementation of ordering aqiqah package products provided by Salam Aqiqah Medan from the perspective of Islamic business law. The Hanafi scholars state that "bai' al-salam" refers to a contract of sale where the buyer orders a specific item from the seller with certain specifications, and the delivery of the item is deferred until an agreed-upon time. The payment for the item's price is made immediately during the transaction, while the ordered item will be delivered later according to the predetermined timeframe .

A commercial transaction requires essential elements as its foundation, and the presence of these elements is crucial because without them, the transaction becomes invalid or legally unacceptable. According to Imam Hanafi, the only essential element in a sale is "ijab" (offer) and "kabal" (acceptance) accompanied by an agreement from both parties involved in the transaction. However, in the general view of scholars, there are several aspects considered as essential elements or pillars ("rukun") in a commercial transaction (Ghazaly et al., 2018), which include:

1. Scholars have agreed that one of the main requirements for both sellers and buyers is their legal capacity to engage in a commercial transaction.
2. "Ijab" (offer) and "kabal" (acceptance) are considered expressions of agreement between the seller and the buyer. Scholars from the Hanafi, Maliki, and Hanbali schools of thought state that a sale transaction can also be considered valid when the buyer makes payment in the form of money or other value, and the seller

provides the goods according to customary practices indicating agreement and enthusiasm. This action reflects the alignment and strong intention of both parties. The view of the Shafi'i scholars states that the validity of all contracts in a commercial transaction is realized through explicit expressions of *ijab* and *kabul*. However, some Shafi'i scholars like An-Nawawi and Al-Mutawali also permit conducting a sale without explicitly stating *ijab* and *kabul* (Musatofa, 2016).

In the Hijaz region, the people refer to the sale transaction by order ("*indent*") in the context of Islamic jurisprudence as "*al-salam*," while in Iraq, the residents refer to it as "*al-salaf*." In terminology, this refers to the sale of goods with a deferred delivery or the sale of goods with clear specifications followed by an upfront payment of capital, with the goods being delivered on the following day. In the modern era, the practice of "*as-salam*" or "*as-salaf*" order-based sale transactions occurs within the community (Hasan, 2022).

Furthermore, in the terminology, "*salam*" is defined as a sale transaction for ordered goods between the seller and the buyer, where payment is made upfront during the contract, and the delivery of the goods occurs at the end of the agreement. The specifications of the ordered goods must be accurately described. At the beginning of the contract, the buyer and seller have already reached an agreement regarding the specifications of the ordered goods. The agreed-upon characteristics must be met by the ordered goods. If the delivered goods do not conform to the specifications agreed upon in the contract, the buyer has the right to return them to the seller

Thus, it can be concluded that a transaction involves the transfer of rights and ownership from one party to another. This method is one of the ways to acquire wealth, besides gaining it through one's own efforts before becoming someone's possession, and this is a common effort to acquire rights. In the Quran, transactions like these are referred to as "*ijarah*" (rental or lease). The principle that aligns with the will of Allah SWT in the conduct of trade is through mutual agreement, without coercion, and avoiding all forms of deception, with the aim of obtaining goods or services that are beneficial in worldly life.

In the terminology of jurisprudence (*fiqh*), the term for buying and selling is called "*al-ba'i*," which refers to the action of selling, exchanging, or substituting goods

for other goods. In certain situations, the term "al-ba'i" in fiqh is used to refer to its opposite concept, "al-syira," which means buying. Therefore, the term "al-ba'i" encompasses the meaning of both selling and buying or, in the context of buying and selling itself. According to the Hanafi school of thought, buying and selling ("al-ba'i") can explicitly be defined as the process of exchanging property for property, involving the transfer of ownership and rights over ownership (Mustofa, 2016).

In understanding consumer behavior, there are three important factors: stimulus factors, which originate from the external environment of the individual and have a significant influence on the purchasing process. For instance, the decision to purchase a product is one outcome of the interaction between stimulus and response factors. The third factor is intervention elements that play a role between the stimulus and response. This factor involves individual elements, including motivation, which underlie the purchasing process (Hanifah & Rahadi, 2020).

In conducting the ordering and management of aqiqah, the buyer does not have the opportunity to physically inspect the condition of the goat that will be used as the sacrificial animal. The information provided to the buyer is limited to the price of each package and details of the food portion that will be provided. In this context, within the framework of a commercial transaction, there exists the right of *khiyar*, which means the option to proceed with or cancel the agreement if there is a defect in the sold item, or in the terms agreed upon during the contract, or for other reasons (Mardani, 2015).

Research Method

The type of research used in this study is *Field Research*, which is research whose object is about symptoms or events that occur in the community (Suharsimi, 2013). The approach used in this study is a qualitative approach. In qualitative research, researchers become the main instrument in collecting data that is directly related to the object of research (Gunawan, 2014). A data source is the source from which data can be obtained. The source of data used in this study is primary data. Primary data are data obtained directly from research subjects (Arikunto 2014).

In this case, the primary data used in this study is data in the form of the practice of ordering aqiqah package products on salam aqiqah Medan, using observation,

interview, and documentation methods. In this study, the resource person was the owner of the Medan aqiqah greeting service located in Asam Beetle Medan. In this study, the data analysis method used is the data analysis model proposed by Miles and Huberman, as quoted by Sugyono, which is an interactive model consisting of three main things, namely *data reduction*, *data display*, and *conclusion drawing* (Sugyono, 2014)

Discussion

Lack of Clarity in Information regarding Pricing, Services, and Product Quality

From the conducted interviews, it is evident that there is a lack of clarity in conveying information to customers regarding the process of ordering aqiqah package products, especially concerning pricing, services, and product quality. Although Salam Aqiqah Medan claims to adhere to the principles of Islamic business law and Islamic aspects, the provided answers have not furnished adequate information about how these principles are implemented in actual practice.

1. *Unclear Pricing*

In the interviews, the responses provided regarding pricing determination are still quite general. Although it is mentioned that the pricing follows the aqiqah market and that aqiqah meat has different pricing, detailed explanations on how the pricing is calculated and what factors influence the pricing are not provided. This can create uncertainty for customers in understanding the amount they are paying and whether the price aligns with the principles of Islamic business law.

As an effort to address this issue, Salam Aqiqah Medan can:

- a) Provide a detailed price list based on the weight of the aqiqah product, allowing customers to clearly see the price they need to pay based on the weight of the chosen animal.
- b) Offer sample price calculations for various commonly ordered weights. By providing concrete examples, customers can better understand how the pricing is calculated and make informed decisions.

2. *Unclear Services*

Information regarding the services provided to customers is also not very detailed. Although there are mentions of various types and classes of services, the specifics of

what is included in each service are not elaborated upon, such as the cutting, slaughtering, and food preparation. This can leave customers unsure about what they are actually getting in the service package they choose.

To address the ambiguity surrounding the offered services, Salam Aqiqah Medan could:

- a) Provide more detailed and comprehensive information about what is included in each type or class of service they offer. This will help customers clearly understand what they will receive in the service package they select.
- b) Include clear descriptions of the cutting, slaughtering, and food preparation processes in each service class. This will help customers have a more accurate understanding of what takes place in the aqiqah process.

3. Product Quality and Compliance with Shariah

Based on the interview findings, there appears to be a need for further clarification regarding how Salam Aqiqah Medan ensures that the products they offer adhere to the Shariah standards of aqiqah. Although it's mentioned that emphasis is placed on the quality of animals that meet the criteria, the detailed process of selection and quality assurance is not explained.

To ensure product quality and compliance with the principles of Shariah in aqiqah, Salam Aqiqah Medan could consider the following steps:

- a) Provide a more detailed explanation of how the animal selection process is conducted, including the criteria that must be met by the animals to be sacrificed. This will instill confidence in customers that the products they receive indeed adhere to Shariah standards.
- b) Offer information about the steps taken to ensure proper slaughter and butchering in accordance with the prescribed aqiqah procedures defined by Islamic teachings.

By taking these measures, Salam Aqiqah Medan can address the lack of clarity in information during the product package ordering process. This will allow customers to receive clearer, more transparent, and Shariah-compliant information. Ultimately, these efforts will enhance customer trust and lead to an improved ordering experience.

This is in accordance with research conducted by Munadiyah (2019), the results of his research say that To ensure product quality and compliance with the principles of sharia aqiqah the process of implementing aqiqah must be in accordance with Islamic religious shari'a.

Lack of Consumer Data Protection

The interview results reveal that Salam Aqiqah Medan has made efforts to interact with customers transparently and provide clear information about products, prices, and ordering procedures. However, there are concerns regarding the lack of clarity in safeguarding customer information confidentiality in the practice of ordering aqiqah product packages. In the business world, especially in product and service ordering, consumer privacy protection is of paramount importance. Consumers expect that their personal information will be kept confidential and not be misused by third parties. While Salam Aqiqah Medan acknowledges that in today's era of openness, customer privacy is difficult to fully safeguard, protecting customer information remains essential.

Therefore, Salam Aqiqah Medan needs to take concrete steps to protect the confidentiality of customer information. This can be achieved through the implementation of clear privacy policies, including the use of customer data solely for purposes relevant to aqiqah ordering and provision. Additionally, Salam Aqiqah Medan can also provide explanations to customers about the measures taken to safeguard their privacy, such as the use of data security technologies. In the context of Islamic business law, safeguarding customer information confidentiality is also part of the principles of ethics and justice. Islam encourages business practitioners to uphold ethical values, including the protection of customer privacy and trust. Thus, maintaining customer information confidentiality in the practice of ordering aqiqah product packages aligns with the principles of Islamic business law that emphasize fairness and integrity in conducting business.

This is in accordance with research conducted by Ariyani and Susanti (2022) which says that the security of consumer personal data is very influential on customer satisfaction. This is because technically security and privacy services in terms of online

shopping will be very influential for consumers because they can guarantee integrity, confidentiality, authentication and without recording transactions that can harm consumers.

Inconsistency with Sharia Principles of Aqiqah

The interview results indicate that Salam Aqiqah Medan strives to conduct the practice of ordering aqiqah product packages while considering the principles of Sharia aqiqah, including the selection of animals that meet the requirements and conditions. However, concerns arise regarding the potential inconsistency between the estimated weight of the product provided to customers and the reality that occurs after the slaughtering process. In the practice of aqiqah, the estimated weight of the product becomes important as it can affect the price and the amount of meat that customers will receive (Yasmine 2022). Customers who place orders based on the given estimated weight naturally expect that the estimate will reflect the reality after the animal is processed. However, in some cases, there is a potential inconsistency between the estimated weight and the actual weight after slaughtering, which can lead to dissatisfaction and uncertainty among customers.

It is important for Salam Aqiqah Medan to take steps to mitigate the risk of this inconsistency. One way to do this is by providing a more conservative estimated weight so that if there is any discrepancy, customers will not feel disadvantaged. Furthermore, Salam Aqiqah Medan can enhance communication with customers regarding the estimated weight and provide more transparent information about the factors that can influence the final weight after slaughtering. In the context of the principles of Sharia aqiqah, Salam Aqiqah Medan should also ensure that any inconsistency between the estimated weight and the actual weight does not violate the principles governing the execution of aqiqah. This will maintain trust and adherence to Sharia in the practice of ordering aqiqah product packages, aligning with the principles of Islamic business law.

Stock Limitations

Unfulfilled stock limitations in the practice of ordering aqiqah product packages are among the aspects that need to be considered in the operations of Salam Aqiqah

Medan. The interview results show that sometimes the availability of aqiqah animals cannot always meet customer demands, especially when the demand exceeds the existing stock. Stock limitations can lead to several issues, including the potential dissatisfaction of customers and uncertainty in ordering. Customers who have committed to ordering aqiqah packages may feel disappointed if animal stock is not available according to their desires or schedules. Additionally, uncertainty in stock availability can hinder the planning and preparation process for customers to carry out the aqiqah ritual.

In the context of Islamic business, principles of fairness and honesty are important. Therefore, Salam Aqiqah Medan needs to consider ways to overcome stock limitations while remaining in line with the principles of Islamic business law. Some steps that can be taken include:

a) Providing Clear Information

Salam Aqiqah Medan can provide clear information to customers regarding the availability of aqiqah animal stock. This helps customers make informed decisions based on the available supply.

b) Structured Ordering System

Using an organized and structured ordering system can help Salam Aqiqah Medan manage stock more effectively. With a well-structured system, the company can avoid situations where demand exceeds supply.

c) Active Communication with Customers

In case of stock limitations, Salam Aqiqah Medan can communicate actively and transparently with customers. Informing customers about the stock situation and providing appropriate alternative solutions can help address uncertainty.

d) Adding to Stock

Salam Aqiqah Medan can consider increasing aqiqah animal stock by collaborating with other breeders, to better meet customer demands. This can also be an opportunity to expand the business further.

By taking these steps, Salam Aqiqah Medan can maintain service quality and ensure that stock limitations do not hinder customers from carrying out the aqiqah ritual.

Furthermore, these actions align with the principles of Islamic business law that encourage fairness, transparency, and honesty in business dealings

Based on the results of the interview, the owner of the aqiqah package said that the slosti to overcome stock limitations by using the Reorder point and Safety stock method can avoid a shortage of stock due to scheduled orders and if there is a surge in consumer demand can be overcome with the Safety stock method. By applying the safety stock method, it can solve the problem of stock shortage (Suenawati, and Dharmayanti, 2019).

Conclusion

1. In the practice of ordering aqiqah product packages at Salam Aqiqah Medan, there is a lack of clarity in the pricing information based on the weight of the products.
2. Although Salam Aqiqah Medan strives to provide transparent information, consumer data protection is an issue that needs attention. Safeguarding customer's personal information is a crucial aspect in modern business, and concrete steps need to be taken to preserve privacy and customer trust.
3. Salam Aqiqah Medan must ensure that their practice of ordering aqiqah product packages aligns with the principles of aqiqah sharia, including estimated product weight and the selection of appropriate animals.
4. Unfulfilled stock limitations can lead to customer dissatisfaction and uncertainty in the ordering process. Strategies that focus on clear information, organized ordering systems, active communication, and stock augmentation can assist Salam Aqiqah Medan in addressing this issue.

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