# The Relevance of Ibnu Khaldun's Price Concept to the Prohibition of Sales in E-Commerce

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Abstract: The background of the problem in this study suggests that the impact of the internet, one of which is technological advances, has opened up new business opportunities. As one of the urgencies of digital business progress in Indonesia today is e-commerce through the encouragement of advanced technology. The focus of this research explains that the relationship between Ibnu Khaldun's theory and the concept of e-commerce. This research uses a qualitative method with a description approach. The data collection is through literature articles, books and newsletter. As for the results of the research that the regulation of the Minister of Trade Number 31 of 2023 officially prohibits the merger of e-commerce and social commerce through e-commerce platforms, they are only allowed to promote products or services. This is called political dumping; the practice of dumping is expressly prohibited in Islam. In Ibnu Khaldun's price theory: the Islamic principle of determining the seller's price of a good tends to use the concept of average, because the demands of justice must be linked to effort.

*Keywords: Ibnu Khaldun's price concept; e-commerce; dumping politics; prohibition of sales* 

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### Introduction

Electronic commerce (e-commerce) refers to the distribution, buying, selling, and marketing of goods and services through electronic systems such as television, www, or other computer networks. In this context, e-commerce companies have an important role in facilitating people's transactions through the internet media. E-commerce describes a process where the buying and selling of products is done electronically, either by consumers or between companies with computers as an intermediary for business transactions. E-commerce functions effectively in reducing administrative costs and accelerating the business process cycle, besides that, it can also improve relationships with both business partners and customers.<sup>1</sup>

The use of the internet is not only as a social networking platform, but also as a transaction channel for consumers. The internet has a significant impact on the way people interact, search for information, and make purchases online. The integration of these technologies provides a competitive advantage, especially for Micro, Small and Medium Enterprises (MSMEs) in the modern economic era, especially in their product marketing efforts. The business model that will become dominant is electronic commerce or e-commerce. The e-commerce market is a great opportunity for business people, including MSMEs.<sup>2</sup>

The change in people's behavior in transacting using e-commerce is due to the perceived convenience and the desire to avoid wasting time by visiting shopping centers to choose a product. This time saving is not only due to the ability to shop from home without having to leave, but also because there is no need for direct meetings between sellers and buyers, and overcoming transportation constraints.<sup>3</sup>

The purpose of this research explains that this e-commerce service also provides convenience for consumers in making online purchases. Consumers only need to be connected to the internet, so they can make transactions online without the need to spend time queuing or jostling with other people. With all the convenience and time efficiency provided in the shopping process, this can increase consumer interest in using e-commerce services. However, along with the growth of online businesses in Indonesia, it cannot be denied that consumers in Indonesia face their own challenges. Most people still lack the confidence to make purchases online. The threat of internet crime, in its various forms, is still a risk factor that can affect the viability of e-commerce. Based on theory, one of the factors that influence the level of trust is perception. In the context of marketing, perception includes four main aspects, namely perceived risk, perceived quality, perceived sacrifice, and perceived value. In the context of e-commerce, a significant factor in influencing consumer trust is the perception of risk. Consumer trust, in essence, is how consumers perceive the reliability of the seller based on their experience and the extent to which consumer expectations and satisfaction are met.<sup>4</sup>

<sup>&</sup>lt;sup>1</sup> Arya Nurdiansyah, et al., "Literature Review Pengaruh Kepercayaan, Kemudahan dan Kepuasan Terhadap E-Commerce," *JIM: Jurnal Ilmu Multidisiplin* 1, no. 1 (2022), 297-303.

<sup>&</sup>lt;sup>2</sup> Riyanti Teresya, et al., "Literature Review E-Commerce: Profitabilitas, Tekanan Eksternal dan Kemudahan Pengguna," *JEMSI: Jurnal Ekonomi Manajemen Sistem Informasi* 3, no. 4 (2022), 474-484.

<sup>&</sup>lt;sup>3</sup> Alvi Rizki Hady's Utami, "Pengaruh Persepsi Kemudahan, Kepercayaan, Keamanan dan Persepsi Resiko Terhadap Minat Menggunakan E-Commerce," *Prisma: Platform Riset Mahasiswa Akuntansi* 1, no. 6 (2020), 79-93.

<sup>&</sup>lt;sup>4</sup> Restika Firdayanti, "Persepsi Risiko Melakukan E-Commerce dengan Kepercayaan Konsumen dalam Membeli Produk Fashion Online," *Journal of Social and Industrial Psychology* 1, no. 1 (2020), 1-7.

There are two types of uncertainty that arise when transacting online, namely behavioral uncertainty and environmental uncertainty. Several previous studies have shown that risk perception has a negative impact on individual interest in using e-commerce.<sup>5</sup>

The significant growth in online shopping in Indonesia can be seen from the development of e-commerce financial records that have continued to increase since 2017. In 2017, revenue from e-commerce businesses in Indonesia reached IDR 34.9 trillion. This figure reflects the rapid growth in the e-commerce industry in Indonesia, with a notable increase in value from 2016 to 2017. This indicates that Indonesian consumers have begun to experience the benefits of online shopping and are increasingly accepting the concept. Some well-known e-commerce platforms include Lazada, Tokopedia.com, Blibli, Shopee, Bukalapak, Tiktokshop, and others.<sup>6</sup>

Seeing the development of e-commerce, the Government has issued a revision to the Minister of Trade Regulation (Permendag) No. 50/2020 on Trading Through Electronic Systems. The changes are recorded in Permendag No. 31/2023. Therefore, the government officially made the decision to prohibit social media from functioning as an e-commerce platform in the country, including the business model that has been implemented by TikTok Shop.

Based on this, researchers are interested in examining the relevance of Ibnu Khaldun's price concept with the prohibition of sales in e-commerce.

### **Research Method**

This research is included in literature study research. Literature study research is research that uses various written reference sources such as reports, research journals and other references that can be used as research data. Then the review of the problem to be studied through literature study is used to find out the form of e-commerce paradigm that can be implemented in the free market and its relevance to religion and the opinion of Ibnu Khaldun. The data sources used are taken from books, journals and internet sites such as pages from journals that contain e-commerce research, as well as other sources that are in accordance with the topic of research problems.

### **Result and Discussion**

Sales is a business activity carried out with the aim of gaining profits and maintaining business continuity. E-commerce, as a digital-based sales platform, provides support to the consumer community in making purchases and facilitates sellers in marketing their products. This online sales media uses the internet to introduce, offer, sell, and buy products. The use of online sales media not only speeds up the transaction process, but can also reduce the risk of human error, so that sales operations can be carried out in a more effective and efficient manner.

### **MSMEs and E-Commerce**

MSMEs choose Shopee and TikTok Shop as sales platforms because they are more

<sup>&</sup>lt;sup>5</sup> Andrie Cesario Shomad dan Bambang Purnomosidhi, "Pengaruh Kepercayaan, Persepsi Kegunaan, Persepsi Kemudahan, dan Persepsi Risiko terhadap Perilaku Penggunaan E-commerce," *Jurnal Ilmiah Mahasiswa FEB* 1, no. 2 (2012), 1-20.

<sup>&</sup>lt;sup>6</sup> Alvi Rizki Hady's Utami, "Pengaruh Persepsi Kemudahan", 79-93.

effective and efficient. TikTok, originally known as an engaging video entertainment app, has now launched an e-commerce feature called TikTok Shop. The TikTok Shop feature is distinctly different from other e-commerce platforms, as it provides massive discounts on product prices and simplifies the promotion process when sellers go live on TikTok. This of course can provide significant benefits.<sup>7</sup>

According to Sa'adah, TikTok Shop can be referred to as an e-commerce platform. This means that TikTok Shop is a business information system because the sales process is carried out through electronic media, which includes the provision, delivery, and storage of information, especially related to buying and selling or business. TikTok Shop provides services similar to marketplaces or e-commerce in general, but emphasizes very affordable prices. The prices offered by TikTok Shop are much lower compared to other marketplaces or e-commerce, and the platform also offers attractive promotions, even providing substantial discounts. This can provide encouragement to consumers to purchase products promoted in the TikTok application.<sup>8</sup>

If the ease of use of the application in online shopping has a significant impact on consumers' online purchasing decisions, it can be concluded that the ease-of-use factor also influences consumers to shop online at TikTok Shop. This TikTok application has been equipped with guidelines that must be followed by users, so that nothing violates the law in it. The ease of this transaction is also explained in the Hadis which reads: "Whoever eases (removes) the difficulties of a Muslim in this world, Allah will ease (remove) for him the difficulties in the hereafter. Whoever makes it easy for people who have difficulties in the world, Allah will make it easy for him (affairs) in the world and the hereafter (HR. Tirmidhi: 1853).

The Hadis states that alleviating other people's difficulties in the world will be balanced with smoothness in the hereafter. Regarding the ease of online shopping, this can be interpreted as the level of ease of use of applications in meeting human needs and the post-transaction service process.<sup>9</sup>

In research conducted by Mumtaha and Khoiri, it was revealed that the shift from the conventional buying and selling system to the online system is inseparable from the various conveniences provided by e-commerce. The survey results showed that 44.8% of respondents recognized that the ease of buying and selling between countries was the main reason they chose e-commerce. The second most common reason is time efficiency and the flexibility of shopping without time constraints. While the convenience offered by online shopping is recognized, its impact is also seen in the decline of consumer interest in conventional (offline) buying and selling. Based on the survey, 56.7% are more likely to do their shopping online than conventionally.<sup>10</sup>

<sup>&</sup>lt;sup>7</sup> Agus Supriyanto, et al., "Penjualan Melalui Tiktok Shop dan Shopee: Menguntungkan yang Mana?," *BUSINESS: Scientific Journal of Business and Entrepreneurship* 1, no. 1 (2023), 1-16.

<sup>&</sup>lt;sup>8</sup> Ai Nur Sa'adah, et al., "Persepsi Generasi Z terhadap Fitur Tiktok Shop pada Aplikasi Tiktok," *Transekonomika: Akuntansi, Bisnis dan Keuangan* 2, no. 5 (2022), 131-140.

<sup>&</sup>lt;sup>9</sup> Wulan Santika Ulfa dan Khusnul Fikriyah, "Analisis Faktor yang Mempengaruhi Keputusan Pembelian Konsumen Muslim di Tiktok Shop," *Jurnal Ekonomika dan Bisnis Islam* 5, no. 2 (2022), 106-118.

<sup>&</sup>lt;sup>10</sup> Hani Atun Mumtaha dan Halwa Annisa Khoiri, "Analisis Dampak Perkembangan Revolusi Industri 4.0 dan Society 5.0 pada Perilaku Masyarakat Ekonomi (E-Commerce)," *Jurnal Pilar Teknologi: Jurnal Ilmiah Ilmu Ilmu Teknik* 4, no. 2 (2019), 55-60.

Consumers' shopping patterns, which were previously accustomed to shopping directly at physical stores, are now experiencing changes by switching to shopping patterns through e-commerce platforms or online buying and selling sites. Some respondents stated that when they shop directly in stores, they often refrain from making purchases because the price of the desired product is too high. Therefore, consumers choose to hold back and look for similar or identical products on e-commerce platforms (online stores). After that, they make online purchases with equivalent quality but at a more economical and affordable price.<sup>11</sup>

The influence of TikTok on traders in traditional markets was analyzed using conflict theory by Ralf Dahrendorf. Conflict theory explains that conflict is a natural part of interaction in society that arises from social interaction. Dahrendorf argues that conflict is something natural and natural in social life, divided into two types, namely conflict over interests (such as competition over resources) and conflict over values (differences in beliefs or norms). Power also plays a central role in this theory, as conflicts often arise from competition for control of power. Conflict can be a driver of social change, while social integration is needed to reduce conflict.<sup>12</sup>

According to Pratama, the focus is on conflicts that arise due to interests. The TikTok shop phenomenon is considered a manifestation of interests related to resources, power, and rights. The presence of TikTok shop makes traders in traditional markets feel that the mobility of buyers is reduced due to the presence of TikTok Shop. Conflicts often arise due to competition over resources and authority related to economic aspects. Conflict is expected to encourage new changes in society, producing innovations that bring about changes in the social structure of society.<sup>13</sup>

## **Dumping Politics**

Free trade, otherwise known as liberal trade or trade liberalization, refers to international agreements between countries to support the exchange of goods and services in the absence of tariff or non-tariff barriers. The concept reflects a widespread awareness around the world of the importance of cooperation in international trade. In the context of international trade, the emergence of practices such as dumping between countries and the steps taken by the Indonesian government to address dumping and maintain bilateral relations are closely related to the dynamics of global trade. Dumping occurs when an exporting country sets an export price lower than its nominal value or production cost, resulting in a lower selling price of the product in the importing country<sup>14</sup>.

According to Kartadjoemena, dumping is a harmful trade practice carried out by exporting countries and can result in losses for domestic industries and similar goods businesses. This practice can flood the domestic market with similar goods that compete

<sup>12</sup> Nadia Ulva Febrianti, et al., "Pengaruh Tiktok Shop terhadap Pedagang Pasar Tradisional di Pasar Tanjung dan Ambulu Kabupaten Jember," *Tuturan: Jurnal Ilmu Komunikasi, Sosial dan Humaniora* 1, no. 4 (2023), 211-220.
<sup>13</sup> Bambang Pratama, "Akankah Toko Online Membunuh Toko Offline?," dalam https://business-

law.binus.ac.id/2017/03/31/akankah-toko-online-membunuh-toko-offline/ diakses pada 11 Mei 2024.

<sup>&</sup>lt;sup>11</sup> Shofianti, "Dampak E-Commerce terhadap Perubahan Kebiasaan Belanja Masyarakat di Indonesia (Studi Kasus: Pembeli Online di Platform E-Commerce Shopee)" (Skripsi—UIN Syarif Hidayatullah Jakarta, 2021), 1-86.

<sup>&</sup>lt;sup>14</sup> Hafid Zakariya, et al., "Implikasi Politik Dumping Jepang dalam Dimensi Hukum Dagang Internasional," *Sultan Adam: Jurnal Hukum dan Sosial* 1, no. 1 (2023), 59-68.

unfairly, resulting in impacts such as widespread layoffs, increased unemployment rates, and even bankruptcy of domestic industries. Therefore, prevention and countermeasures against dumping are essential for Indonesia to maintain the stability of the domestic industry and mitigate its negative impact on the domestic market. An effective strategy in dealing with dumping needs to consider the balance between economic interests and international relations to achieve a fair and sustainable solution.<sup>15</sup>

In the Global Economic Organization or General Agreement on Tariffs and Trade (GATT), a multilateral trade agreement that aims to create free, fair trade and support economic growth and development for the welfare of mankind, efforts to improve regulations and strengthen the international trading system are gaining support. The passage of UN General Assembly Resolution No 3201 (S VI) on the development of a new international economic order provided additional momentum for GATT participating countries. The resolution, in essence, aims to achieve equality, equity, sovereignty, interdependence, promote the common good, and encourage cooperation among all countries regardless of their economic and social systems. In addition, the resolution emphasizes shared responsibility in the event of inequality and injustice in relations between countries. The ultimate goal is to eliminate the gap between developed and developing countries, and ensure the acceleration of sustainable economic, social and peaceful development.<sup>16</sup>

In principle, the prohibition against dumping exists because of its potential to harm the economy of another country. The GATT establishes general criteria that indicate that dumping may cause material injury, either to existing industries or may inhibit the establishment of domestic industries. The GATT proposed a causal variable to prohibit dumping, i.e. when a country dumps at *"less than fair value"*, it is considered to cause material injury to the industry in the importing country. Therefore, GATT prohibits dumping practices with the following requirements: first, there is LTFV dumping (below normal price); second, there is material loss in the importing country; and third, there is a causal relationship between the dumping price and the loss incurred. If dumping occurs but does not cause material losses in the importing country, then the dumping practice is not prohibited.<sup>17</sup>

### Ibnu Khaldun's Price Concept

Islam, as a religion that Allah SWT perfected, regulates all aspects of human life. Islam has provisions that regulate human interaction with fellow human beings in various matters, such as *Muamalat* (buying and selling transactions, leasing, debt, etc.), as well as regulations covering political, economic, social, and cultural aspects of society. All of this aims to realize an Islamic society that adheres to the rules set by Allah SWT. In addition, Islam also has provisions for criminal punishment *(uqubat)* as a means of maintaining order in human relations.<sup>18</sup>

<sup>&</sup>lt;sup>15</sup> H. S. Kartadjoemena, *GATT dan WTO: Sistem Forum dan Lembaga International di Bidang Perdagangan* (Jakarta: UI-Press, 1996), 163.

<sup>&</sup>lt;sup>16</sup> Muhajir La Djanudin, "Mekanisme Penyelesaian Sengketa Dumping Antar Negara," *Economic Journal* 1, no. 2 (2013), 124-135.

 <sup>&</sup>lt;sup>17</sup> Nita Anggraeni, "Dumping dalam Perspektif Hukum Dagang Internasional dan Hukum Islam," *Mazahib* 16, no.
2 (2015), 160-168.

<sup>&</sup>lt;sup>18</sup> Nurul Ichsan Hasan, Perbankan Syariah: Sebuah Pengantar (Ciputat: GP Press Group, 2014), 72.

Ibnu Khaldun, a highly gifted philosopher of history and considered one of the greatest scholars of his time, is one of the most prominent thinkers ever born. He not only became the founder of the science of sociology, but also specifically distinguished the approach to history as a science, providing profound reasons to support actual events. Ibnu Khaldun is known as a historian and father of Islamic sociology who memorized the Quran from an early age, and contributed to the discussion of Islamic education. His most famous work is *Mukaddimah*, in which he put forward the theory of Islamic economics, making his contribution invaluable in understanding different aspects of science and religion.

Ibnu Khaldun revealed his theory of pricing in the book of *Mukkadimah*, especially in the chapter that discusses prices in the city. In *Mukkadimah*, Ibnu Khaldun provides a comprehensive understanding of the theory of value, division of labor, international trade, the laws of supply and demand, consumption, production, money, the trade cycle, public finance, and various other macroeconomic aspects that are primarily related to the price mechanism and price fixing.

Among the many thinkers of the past who examined Islamic economics, Ibnu Khaldun is recognized as one of the most eminent scholars. He is often regarded as the foremost intellectual giant in history. Ibnu Khaldun is not only "the father of sociology", but is also considered "the father of economics" with many of his economic theories far predating Western thinkers such as Adam Smith and Ricardo. As such, his contributions occurred more than three centuries before modern Western thinkers. A special scholarly work entitled "Abul Iqtishad: Ibnu Khaldun" by Muhammad Hilmi Murad (1962) scientifically proves Ibnu Khaldun as a pioneer of economic science empirically. This paper was presented at the Symposium on Ibnu Khaldun in Egypt in 1978.<sup>19</sup>

In his foundational work, Ibnu Khaldun also outlined the effect of increases and decreases in supply on the price level. He said, "*If the availability of goods is limited, then prices will rise. Conversely, if the distance between cities is relatively close and it is safe to travel, then many goods are imported, resulting in abundant availability of goods and falling prices.*" Thus, Ibnu Khaldun not only explained the price mechanism, but also considered factors such as mobility of goods and safety of travel in his analysis.<sup>20</sup>

In line with Ibnu Khaldun's concept of price, price according to Kotler, "Valueexpressed in terms of dollars and cents, or any other monetary medium of exchange." is interpreted as value expressed in dollars and cents, or in the form of other monetary mediums as a means of exchange. Price can be explained as the amount of money, possibly plus goods, needed to obtain a certain combination of goods and services.<sup>21</sup>

Pricing is influenced by a number of factors, both internal and external. Internal factors include the company's marketing objectives, marketing mix strategy, production costs, and the pricing methods used. On the other hand, external factors involve market and demand characteristics, the level of competition, and other environmental elements. These pricing

<sup>&</sup>lt;sup>19</sup> Septi Mulya Sari, "Relevansi Konsep Harga Ibnu Khaldun terhadap Penetapan Harga di Pasar Pagi Pagar Dewa Kota Bengkulu" (Skripsi—IAIN Bengkulu, 2017), 42.

<sup>&</sup>lt;sup>20</sup> Muhammad Juni Beddu dan Putra Sinuligga, "Konsep Harga Menurut Ibnu Khaldun," *Jurnal Studi Hukum Ekonomi Syari 'ah* 16, no. 1 (2021), 1-14.

<sup>&</sup>lt;sup>21</sup> Philip Kotler dan A. B. Susanto, Manajemen Pemasaran di Indonesia (Jakarta: Salemba Empat, 2000), 182.

decisions must be integrated with considerations regarding the nature of the goods, as price is a crucial element of a product's offering. Thus, a good pricing policy needs to be adjusted to the company's overall strategy and the market conditions concerned.<sup>22</sup>

Based on research Karim, fair pricing in the context of Islamic markets is not a form of concession, but a fundamental right supported by state law. When the state directs its attitude in accordance with these principles, pricing in accordance with reality will be the right thing to do, as the principle of cooperation will result in healthy competition in the Islamic market. The difference is stark when compared to conventional markets, where economic principles such as supply and demand are the basis for creating a dynamic and stable market.<sup>23</sup>

According to Ibnu Khaldun, high prices in a city or densely populated area can be explained by three main factors. *First*, increased demand due to luxurious lifestyles that are evenly distributed in densely populated areas. *Second*, the high mobility of individuals seeking work in large cities results in less demand for low-wage jobs in small towns. *Third*, high demand from the wealthy for skilled labor can result in high pricing of services.

Therefore, Ibnu Khaldun emphasized that price determination in the market is strongly influenced by demand and supply factors. He stated that an increase in supply or a decrease in demand can lead to an increase in prices, and conversely, a decrease in supply or an increase in demand can lead to a decrease in prices. Drastic price changes can have a detrimental impact on the macroeconomy, especially for artisans and traders, and can push them out of the market. Conversely, significant price increases can be detrimental to consumers.

Ibnu Khaldun not only observed the changes in highs and lows without providing any concept of price control policies. As explained in the following hadis: H.R Muslim, from Ma'mar ibn Abdullah (radhiyallahu 'anhu) that the Messenger of Allah (saw). Said, *"No one will hoard (goods) except a sinner*."<sup>24</sup>

Determination of the pricing concept sees the condition of prices that drop drastically to be very cheap in e-commerce and its influence in traditional markets or offline shops where transactions are carried out directly affecting their operations.

Looking at it another way, Ibnu Taimiyah's view confirms that under normal market conditions, where there are no external factors such as monopoly and fraud, price increases or decreases can be considered as God's provisions, which are entirely due to the influence of internal economic factors. Nonetheless, Ibnu Taimiyah also supported price controls if market conditions were abnormal and opposed them if the market was healthy. This opinion is supported by Imam Ghazali and Imam Mawardi. In addition, this view refers to the history of the establishment of a market supervisory institution called al-Hisbah at the time of the Prophet SAW, which aims to protect the market from behavior that is contrary to sharia, such as speculation, monopoly, oligopoly, hoarding, and brokerage, which can harm one party in the market.<sup>25</sup>

<sup>&</sup>lt;sup>22</sup> Nila Wulandari, "Relevansi Pemikiran Ibnu Khaldun tentang Mekanisme Penetapan Harga oleh Pedagang di Pasar Rakyat Tanete Kabupaten Bulukumba" (Skripsi—UIN Alauddin Makassar, 2021), 58.

<sup>&</sup>lt;sup>23</sup> Adiwarman A. Karim, *Ekonomi Mikro Islami* (Jakarta: Rajawali, 2012), 84.

<sup>&</sup>lt;sup>24</sup> Muh. Nuralamsyah, "Pemikiran Ibnu Khaldun tentang Mekanisme Pasar dalam Membentuk Harga (Studi pada Produk Home Industri di Bontoa Pangkep)" (Skripsi—UIN Alauddin Makassar, 2019), 63.

<sup>&</sup>lt;sup>25</sup> Sobri Salamon, *Ekonomi Islam: Pengenalan Sistem dan Kemungkinan* (Kuala Lumpur: Al-Rahmania, 1999), 113.

According to Ibnu Khaldun's observations, another factor that affects prices is the policies or regulations applied by the government, which are reflected in policies that can affect production and supply, such as fiscal policies, taxes and customs. As he states, "General customs duties, and other excise duties, are levied on food in markets and city doors for the benefit of the king, and tax collectors seek to profit from business transactions for their personal benefit. Hence, prices in the cities tended to be higher than in the desert."<sup>26</sup>

The statement in the observation underscores that imposing a tax on a commodity can be considered a burden on production or employment. The impact is an increase in the price of the good when marketed compared to the market price of similar goods in locations that do not impose import taxes on the good. In addition, another factor that is related to supply and has a significant impact on producers' considerations in setting product prices is the cost of production or production capital, which is often referred to as the burden of production in the context of modern economics.

Seeing this, the application of prices must be adjusted to the cost of production or capital with the results or profits obtained. The condition of price reduction or massive discounts in e-commerce is certainly not in line with Islamic law which is adjusted to Ibnu Khaldun's observations.

Ibnu Khaldun defines profit as the value of labor to be earned and reflected in the price of a commodity. This means that the basic price of a commodity reflects its cost of production, while the profit is the wage that the buyer must pay to the producer who made the commodity. This concept is very rational and clear, with Ibnu Khaldun managing to separate prices into base prices and profit prices in a precise and reasoned manner. It also reflects a high regard for the value of one's labor.

### Conclusion

In the arena of business competition, innovation is a must in order to compete effectively. Therefore, regardless of the form of business, whether online or offline, business people need to continue to innovate. Regarding the competition between online and offline stores, each business entity should understand its business segment well, so that the existence of online stores basically does not destroy offline stores. Therefore, offline businesses should not have to worry about competing with online businesses as long as they continue to innovate,

The fundamental difference between socialism and Ibnu Khaldun's thought lies in the macro concept of the market. Ibnu Khaldun tends to support the concept of a free market, while socialism establishes full government control over the macroeconomic system, including the market. As a result, the market formed in the context of socialism becomes a mechanism that is guided or centralized in the hands of the government.<sup>27</sup> Therefore, the concept of price as the value of labor in Ibnu Khaldun's thought is only a limited view of production, without comprehensively investigating the various issues associated with commodity production more thoroughly. Ibnu Khaldun focused on discussing goods traded in real markets.

<sup>&</sup>lt;sup>26</sup> Muslim, "Mekanisme Harga Menurut Ibnu Khaldun" (Skripsi—UIN Sultan Syarif Kasim Riau, 2017), 10.

<sup>&</sup>lt;sup>27</sup> Franz Magnis-Suseno, *Pemikiran Karl Marx (Dari Sosialisme utopis ke Perselisihan Revisionisme)* (Jakarta: Gramedia, 2000), 38.

According to Muslim, it is important to note that the role of government in price theory according to Ibnu Khaldun is not explicitly explained. Since Ibnu Khaldun embraced the liberal system (free market), some policies emanating from the ruler should have been taken into consideration for Ibnu Khaldun, recognizing that such actions can influence producers in setting the price level of a commodity, including fiscal policies, customs, taxes, and other levies related to the production and marketing of commodities.

The relevance of setting prices between the government and the Islamic concept, based on Ibnu Khaldun's view, is consistent because there are aspects to provide price fixing. The goal is that sellers and buyers do not experience difficulties in transactions and can meet their daily needs. Observing the rampant practice of heavy discounting, it is hoped that the government can respond better to the pricing of goods. The government is also expected to take firm action against sellers or middlemen who practice cheating by taking advantage of high demand. It is intended that the public will be more careful in managing finances to meet their daily basic needs, so that they can manage and manage their finances wisely, especially when the prices of basic commodities experience instability.

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