

RINGKASAN

Fenomena jual beli pakaian *thrift* melalui fitur *Shopee Live* menjadi tren baru dalam perdagangan digital yang menarik perhatian masyarakat, khususnya kalangan muda. Aktivitas ini tidak hanya menawarkan harga yang terjangkau, tetapi juga menghadirkan interaksi langsung antara penjual dan pembeli. Namun, muncul pertanyaan mengenai kesesuaian praktik tersebut dengan prinsip-prinsip hukum Islam. Oleh karena itu, penelitian ini bertujuan untuk menjelaskan praktik jual beli pakaian *thrift* di *Shopee Live* serta meninjau keabsahan transaksinya menurut perspektif hukum Islam.

Penelitian ini menggunakan metode penelitian lapangan (*field research*) dengan pendekatan kualitatif. Data diperoleh melalui wawancara mendalam terhadap empat penjual dan enam pembeli aktif pakaian *thrift* di *Shopee Live*. Teknik analisis yang digunakan meliputi reduksi data, penyajian data, dan penarikan kesimpulan yang berfokus pada kesesuaian antara praktik di lapangan dengan prinsip muamalah dalam Islam.

Jual beli pakaian *thrift* di *Shopee Live* dilakukan melalui siaran langsung, di mana penjual menampilkan dan menjelaskan detail pakaian bekas layak pakai. Sebagian besar penjual juga melakukan *quality control* sebelum sesi *live* seperti memeriksa noda, jahitan, dan keaslian merek. Sementara pembeli dapat bertanya atau menawar lewat komentar. Pembeli yang tertarik menulis *clue* ataupun kode produk dari penjual untuk memesan barang yang telah di *review*, lalu membayar melalui sistem *checkout Shopee*. Setelah barang diterima, pembeli bisa menilai kesesuaiannya dan mengajukan *retur* jika terdapat cacat atau ketidaksesuaian. Menu pengembalian di *Shopee* berada pada halaman pesanan aktif. Ditinjau dari hukum Islam, praktik jual beli ini telah memenuhi rukun dan syarat jual beli, yaitu adanya pihak yang berakad yang telah baligh dan berakal, ijab qabul yang dilakukan dalam satu majelis secara virtual, barang yang halal dan bermanfaat, serta harga yang jelas dan disepakati bersama. Nilai-nilai keadilan, suka sama suka, bersikap benar, jujur, dan amanah, tidak mubazir, dan kasih sayang juga tercermin dalam proses transaksi. Hak *khiyar* diterapkan melalui interaksi langsung saat *live* (*khiyar majlis*), hak retur saat barang cacat (*khiyar 'ayb dan ru'yah*), serta perlindungan melalui sistem *Shopee Guarantee* sebagai bentuk *khiyar syarat*. Adapun unsur *gharar* ringan seperti perbedaan warna atau ukuran masih dapat ditoleransi karena tidak menimbulkan kerugian besar dan sulit dihindari dalam transaksi daring. Dengan demikian, jual beli pakaian *thrift* di *Shopee Live* dinilai sah dan sesuai dengan prinsip-prinsip muamalah jual beli dalam hukum Islam.

Kata Kunci: Hukum Islam, Shopee Live, Jual Beli Online, Pakaian Thrift

SUMMARY

The phenomenon of thrift clothing sales through the Shopee Live feature has become a new trend in digital commerce, attracting public attention, particularly among young people. This activity not only offers affordable prices but also provides direct interaction between sellers and buyers. However, questions arise regarding the compatibility of this practice with the principles of Islamic law. Therefore, this study aims to explain the practice of thrift clothing transactions on Shopee Live and examine the validity of these transactions from the perspective of Islamic law.

This research uses a field research method with a qualitative approach. Data were obtained through in-depth interviews with four sellers and six active buyers of thrift clothing on Shopee Live. The analysis techniques included data reduction, data presentation, and conclusion drawing, focusing on the compatibility between real-life practices and the principles of Islamic commercial law (muamalah).

*Thrift clothing sales on Shopee Live are conducted through live streaming, where sellers display and explain the details of secondhand but wearable clothes. Most sellers conduct quality control before the live session, such as checking for stains, stitching, and brand authenticity. Meanwhile, buyers can ask questions or bargain through the comment section. Interested buyers type a clue or product code mentioned by the seller to place an order for the reviewed item and then make payment through Shopee's checkout system. After receiving the product, buyers can assess its suitability and request a return if there are defects or discrepancies. The return menu on Shopee can be accessed through the active orders page. From the perspective of Islamic law, this practice fulfills the pillars and conditions of sale, namely: the existence of contracting parties who are mature and of sound mind, the *ijab* and *qabul* (offer and acceptance) conducted within a single virtual session, goods that are lawful and beneficial, and a clearly stated and mutually agreed price. The values of justice, mutual consent, honesty, trustworthiness, avoidance of wastefulness, and compassion are also reflected in the transaction process. The concept of *khiyar* (option to cancel a sale) is applied through direct interaction during live sessions (*khiyar majlis*), return rights when defects are found (*khiyar 'ayb* and *khiyar ru'yah*), and protection through the Shopee Guarantee system, which serves as *khiyar syarat*. Although there are minor elements of *gharar* (uncertainty), such as slight differences in color or size, these are still tolerable since they do not cause significant harm and are difficult to avoid in online transactions. Therefore, the practice of thrift clothing sales on Shopee Live is considered valid and in accordance with the principles of Islamic commercial transactions (muamalah).*

Keywords: *Islamic Law, Shopee Live, Online Buying and Selling, Thrift Clothing*