



**Analysis of Consumer Purchase Interest in Products Detergent Prizes  
Perspective Regulation Government Number 29 of 2021 Concerning  
Implementation Field Trade and *Hifdz Al-Mal* : A Study of Grocery Kiosks  
in Tamanan Market Tulungagung**

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***Abstrak***

This research is motivated by consumer behavior that is often tempted by the lure of prizes on the purchase of a product as a form of trade promotion. The factors that influence the decision to purchase a prize detergent product are because the price is affordable buy detergent free ceramic bowl/plate, while consumption behavior must be carried out according to needs without causing tabdzir or wasteful attitudes. This research uses a qualitative research method with a case study approach and empirical juridical research type. Data collection techniques used are observation, interviews, and documentation. Data analysis techniques use data reduction, data presentation, and drawing conclusions or verification. While checking the validity of the data uses data triangulation. The results of this study indicate that; First The practice of selling prize detergent is carried out by sellers by offering prizes to consumers for purchasing detergent products first, then the prizes obtained are in the form of ceramic plates or bowls with the aim of attracting consumer interest. The practice of purchasing prize detergent products at the Tamanan Market Grocery Kiosk is a legitimate act because there is no additional price made by the seller in giving prizes, the prizes given are in accordance with the verbal agreement between the seller and the agent; Second, from the perspective of Government Regulation Number 29 of 2021 concerning the Implementation of the Trade Sector as a derivative of Law Number 7 of 2014 concerning Trade. Prize-winning detergent business actors in the form of Limited Liability Companies have complied with the provisions as stated in Article 51 letter (a), however, there are challenges in the field carried out by traders at the Tamanan Market Grocery Kiosk, namely the lack of providing adequate information and prize-based promotions to consumers. This article only regulates in general, if there are promises that do not correspond to the actual situation, it is necessary to add more concrete regulations regarding the form of sales promotion with the lure of prizes; Third, from the perspective of hifdz al-mal, when viewed from 3 (three) levels in general, purchasing prize-winning detergent products is a dharuriyat need at the level of needs that must be present or called primary needs. Because detergent is a basic need in the household to maintain the cleanliness of clothes, clean dirt on clothes, leave unpleasant odors, color and form of dirt attached to objects such as clothes. Islam strongly emphasizes the importance of cleanliness, because cleanliness is considered part of faith. Clean and pure clothing is a prerequisite for valid

prayer. Washing clothes with water is the primary method for removing impurities. However, detergent is used as a tool to remove impurities, making it a basic household necessity.

**Keywords: Buying and Selling, Prize-Winning Detergent, Government Regulations, Hifdz al mal**

## INTRODUCTION

In Islam known with two kinds connection in life between human , relationship First is connection man to the creator ( *Hablumminallah* ) and the second is connection man to man (*Habluminannas* ) . Human created For each other need help One each other, because in essence man called as creature social that is not Once off from help from others to continuity his life .

<sup>1</sup>In creating need his life , human own various type shared needs become a number of levels that are general divided become three that is primary needs ( *daruriyat* ), secondary ( *hajiyyat* ), tertiary ( *tahsiniyyat* ). Of all levels said , the need level second and third not everyone the same . However according to M. Quraish Shihab every need man can it is said The same that is clothing , food and shelter . If No fulfillment primary human obligations like eat , drink , place residence , security and comfort can confirmed No capable fulfil spiritual ( ruhiyah ) and material ( maliyah ) obligations . Needs the is element most important in life every human beings . Basically every need man diverse kind , if need somebody has fulfilled so will arise need other .<sup>2</sup>

Every man in the process of fulfillment his life No Can let go from sell buy . Buy and sell is activity exchange goods with goods (barter), or goods with money for each other have the appropriate with needs , as for law sell buy is permissible or may , will but There is a number of condition certain law sell buy changed become obligatory , sunnah , makruh , even haram depending on How situations and conditions based on benefit sell buy That myself . Buying and selling Can changed becomes haram if in the transaction contain usury , gharar , maysir , hoarding , injustice , vanity , and value others that harm other people in activity economy as well as contradictory with rules Islam .<sup>3</sup>

Often times in sell buy We meet term promotion . Promotion originate from the word *promote* that can interpreted as increase or develop . <sup>4</sup>From various type innovations made one of the producers that is practice purchase prizes offered to consumer with lure present in the form of plate beautiful on purchase goods with provision certain . Purchase product prizes There is Lots its form , some go through lottery coupon prizes , there are purchase present with collect points, door prizes , buy two get one free , vouchers shopping , up to get present If buy One products , and so on . All forms promotion to something product allowed with condition promotion the of course Correct existence as promised by the perpetrator business .<sup>5</sup>

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<sup>1</sup> Raihanun Nisa, *Islamic Law Review of the Sale and Purchase of Prize Draw Coupons on Jalan Santai Blang Padang Banda Aceh: Thesis* (Ar-Raniry Islamic State University Banda Aceh, 2021). p . 1

<sup>2</sup> Zainal Sm, *Review of Maqashid Syariah on Consumptive Behavior in Choosing a Mobile Phone (Study on Sharia Economics Students of IAIN Parepare): Thesis* (State Islamic Institute (IAIN) Parepare, 2023). p . 1

<sup>3</sup> Lina Mei Tina, 'Islamic Law Review of Prize Draw Sales Practices on Shopee (Case Study on the Gudang Serbu Online Shop Account): Thesis' (Walisono State Islamic University, Semarang, 2022). p . 2

<sup>4</sup> Nina Indah Febriana, 'Cheap Redemption Practices in Modern Retail Stores from an Islamic Law Perspective: A Case Study of Alfamart Outlets in Tulungagung', *Al-Manhaj: Journal of Islamic Law and Social Institutions* , Vol. 4. No. 1 (2022), p. 38.

<sup>5</sup> Arisandi. et. al, 'Legal Protection for Consumers Against Inappropriate Gifts of Sedaap Soy Sauce Plates from Pt. Wings Surya', *Journal of Law and Social Politics* , Vol. 1.No. 2 (2023), pp. 217-218.

At the moment phenomenon the often found in the shop grocery store , shop small businesses , supermarkets , and even traditional markets . Activities sell buy the most popular is a traditional market , in practice sell buy in the market there is various type offer sale from various circles . As for the phenomenon that has become urgency in research This is purchase detergent prizes at the Tamanan Market Kiosk , District Tulungagung Regency Tulungagung . Basically on the purchase detergent prizes is form lure sales . In the scheme present naturally buyer No need spend extra money . Because of the promised prize listed in the description packaging . Detergent is need main in need House stairs , in operate activities , detergent assessed important as soap cleaner clothes , dishes , cleaning floor , because assessed more economical . For a consumer with income medium down evaluate detergent prizes assessed more economical , because with buy detergent will equipped with 1 ( one ) piece plate or Mongkok Beautiful from material ceramics . For consumers matter This assessed profitable at a time Because can relieve expenditure cost Mother House stairs , with cheap price and useful uses for Mother House stairs . Meanwhile for consumer with income tall not enough interested buy product detergent prizes . The main reason Because factor brand , aroma, capital, or type as consideration purchase detergent prizes , even consumer like This No notice problem price , but rather quality and quantity items purchased .

Based on observations that have been made researchers do it at the Grocery Kiosk, Tamanan Market, District Tulungagung Regency Tulungagung that buyer shop Because tempted with lure present plates and bowls Beautiful Because purchase detergent . As a discerning consumers required intelligence in measure spending in accordance need No desire , so as not to buy items that are not need so that matter the can trigger wastefulness and extravagance .<sup>6</sup>

Another one has delarang in the Quran Surat Al-Isra' verse 27:

إِنَّ الْمُبَذِّرِينَ كَانُوا إِخْوَانَ الشَّيْطَانِ ۖ وَكَانَ الشَّيْطَانُ لِرَبِّهِ كَفُورًا

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Meaning : " Indeed, those who are wasteful that namely brother devil and demons that is very disobedient to " His Lord ."

Basically activity consumption in Islamic religious rules the law may , will but No allowed For excessive in shop Because considered wasteful or waste . As a manufacturer Muslims don't either allowed do sell buy only For get profit solely without notice losses experienced by consumers .

Guard treasure in transaction sell buy is objective main sharia Islam as form *hifdz al-mal* matter the No only interpreted with guard treasure from action theft only , but more from that . Keep the property in question is ensure holiness meaning of wealth with *dual way* , namely holiness from and where . Therefore That perpetrator transactions No only think about How halal source treasure just but kindness consumptive from treasure the as realm the circulation of money that all form transactions made No clash with sharia Islam .<sup>8</sup>

Related promotion trade product detergent prizes naturally there is risks borne by both parties split party . Seller take out 2 (two) items whereas buyer spend money to get 2 (two) items . Rules Government Number 29 of 2021 Concerning Implementation Field Trading give runway

<sup>6</sup> Observation at the Grocery Kiosk at Tamanan Market, Subdistrict Tulungagung Regency Tulungagung , on November 24, 2024

<sup>7</sup> Department of Religion of the Republic of Indonesia, *Al-Quran, Tajweed and its Translation* (Bandung: West Java, 2010). P. 407

<sup>8</sup> Hidayat. .... page . 19

law For regulate governance trade , distribution , including in aspect promotion advertise in a way true and false contradictory with the actual situation .<sup>9</sup> Promotion sale expected can help perpetrator business or MSMEs in compete in the market. Regulations This give room For innovate in method distribution and marketing goods carried out by the perpetrator effort . However in do promotion sale with giving present must done in a way transparent , no violate legal norms , and provide complete information to consumers . So that regulation the can give benefit No only for perpetrator business only , but for consumer For right on safe and suitable products with what was promised .

Based on descriptions problem said , then writer assume problem the need discussed and researched return about law purchase product prizes perspective Regulation Government Number 29 of 2021 and *hifdz al-mal* . Form purchase detergent present kind of This is interesting theme For studied by researchers , because phenomenon This often carried out by the community will but No known law its sharia .

Based on identification and limitation problem above , then there is three formulation problem : *First* , How practice purchase product detergent prizes to interest buy Consumers at the Grocery Kiosk in Tamanan Market, Regency Tulungagung ? *Second* , How giving present in the sales process product detergent to interest buy consumer perspective Regulation Government Number 29 of 2021 Concerning Implementation Field Trading at the Grocery Kiosk in Tamanan Market, Regency Tulungagung ? *Third* , How giving present in the sales process product detergent to interest buy consumer perspective *hifdz al-mal* at the Grocery Kiosk in Tamanan Market, Regency Tulungagung ?

## THEORETICAL STUDY

### 1. Buy and Sell in Islamic Legal Viewpoint

Buying and selling deep language Arabic known with term al-bai' **al-baia** which means sell , exchange and trade something with something else. As for other terms from sell buy is trade ( *tijarah* ). According to term expert jurisprudence , selling buy is " change" change goods with other goods or money accompanied consent accept with terms and conditions certain ". Or another meaning is , a agreement change thing or goods that have value same , done in a way voluntary between second split the party who has agreed and justified according to Sharia law .<sup>10</sup>

Law of sale buy no missed from allowed rules deep Sharia law based on law *The Quran* and *hadith* . As for the foundation law said :

#### a. The Quran

##### 1) Firman Allah dalam Surah Al-Baqarah verse 275

... بِأَنَّهُمْ قَالُوا إِنَّمَا الْبَيْعُ مِثْلُ الرِّبَا وَأَحَلَّ اللَّهُ الْبَيْعَ وَحَرَّمَ الرِّبَا

Meaning : ... Situation those who are like that that , is due to them say ( opinion ), indeed sell buy that same with usury , while Allah has legalize sell buy and ban *riba* (QS Al-Baqarah [2 ]: 275)<sup>11</sup>

##### 2) The word of Allah in Surah An-Nisa verse 29

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِّنْكُمْ وَلَا تَقْتُلُوا أَنْفُسَكُمْ ۚ إِنَّ اللَّهَ كَانَ بِكُمْ رَحِيمًا

<sup>9</sup> Government Regulation Number 29 of 2021 concerning the Implementation of the Trade Sector .

<sup>10</sup> Siti Choiriyah, " *Mu'amalah of Buying and Selling and Other Transactions* " (Cdaq Stain Surakarta, 2009). Page 17

<sup>11</sup> Ministry of Religion of the Republic of Indonesia, *Al-Qur'an and its Translation* (Jakarta: Al-Qur'an Translation Foundation, 1971). p . 69

Meaning : O you who believe ! Do not you each other eat property your neighbor with the false path ( not true ), except deep the trade that takes place top policy like same like between you . And do not you kill yourself . Indeed , Allah is Most Merciful. to you . (QS An- Nisa [ 5 ]: 29)

b. Hadith

سُئِلَ النَّبِيُّ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ أَيُّ الْكَسْبِ أَطْيَبُ ؟ قَالَ عَمَلُ الرَّجُلِ بِيَدِهِ وَكُلُّ بَيْعٍ مَبْرُورٍ – رواه البزار والحاكم

Meaning : " The Prophet (peace be upon him) was asked by one of the people friend about the best job ( profession ) aoa . The Prophet, peace be upon him, answered : the work ( effort ) of a person with his hands and every sell buy good ones .” (Narrated by Bazzar and al-Hakim)

Buy and sell own pillars and conditions that must be met fulfilled so that the law become legitimate according to syara '. As for the terms and conditions sell buy is as following :

a. Pillars of Buying and Selling

harmony sell buy according to There are generally 4 ( four ) scholars , namely :<sup>12</sup>

- 1) There are people who are committed or al- muta'qidain  
A person who is a subject of a two- party agreement consists of from al-bai' ( seller ) and mustari ( buyer ).
- 2) There is a sighat ( agreement) accepted )  
Speech between seller and buyer when want to agreed .
- 3) There is ma'kud ' but ( object )  
For become legitimacy sell buy must There is Ma'qud oh my that is goods become object sell buy or which becomes because occurrence agreement sell buy .
- 4) There is value change substitute goods  
that is something that fulfills three conditions : can keep value , can evaluate or appreciate something goods and can made into tool swap .

b. Terms of Sale and Purchase

As for some conditions that must be met filled deep contract sell buy according to The majority of scholars, among others, are following :<sup>13</sup>

- 1) Conditions for the person who has made the contract
  - a) Reasonable healthy
  - b) Puberty
  - c) Will yourself ( not forced )
  - d) No waste ( waste )
- 2) Conditions sighat ( agreement) accept )  
In saying consent accept must expressed with clear deep transactions that are bind second split party like sell buy , rent rent , and marriage. Based on development of times, consent and acceptance deep sell buy no done deep word unless through action with attitude take goods yes pay what has been paid

<sup>12</sup> Ismail Pane et al., *Contemporary Fiqh of Muamalah* (Muhammad Zain Publishing Foundation, 2022). pp . 131-132

<sup>13</sup> Choiriyah. pp . 19-20

included . When thing the already to be habit society then sell buy like that called as sell buy okay ..<sup>14</sup>

- 3) Condition Ma'qud alaih ( object sell buy )<sup>15</sup>
  - a) Goods being traded there is , or No in place will but seller state his ability For provide goods the .
  - b) Items for sale buy must in the form of valuable assets according to customs or habit society .
  - c) Goods being traded must useful , not may sell buy something items that are not There is the benefits , because matter This means goods the will in vain .
  - d) Items for sale buy is owned by Alone or belongs to someone else who has already given power For sell to him , is not goods in the form of deposit or loan so the law No valid .
  - e) Yes submitted moment contract ongoing or deep the time has passed determined .
- 4) Conditions value exchange ( price) goods )<sup>16</sup>
  - a) Agreed price second party must clear the amount .
  - b) Yes handed over when contract like payment with check or credit . If payment done with in debt so payment must clear .
  - c) If sell buy done with exchange goods so goods that are made mark swap is not goods that are considered haram based on provision syara ' .

## 2. Product Prizes According to Islam

According to the Big Indonesian Dictionary (KBBI), a gift is giving or mementos , awards , and honors .<sup>17</sup> Meaningful gift revolves around two things , first Hadi that is come on stage to front give instruction . Second , convey with weak soft . From here birth of the word ( هداية ) which is delivery something with weak soft to show sympathy . Gifts in Islam can equalized with grants , grants that is *athiyah* giving , according to syara ' grant that is the contract that was made based on voluntary by someone to others at the same time He Still life without expect with giving treasure owned by to others without expect reward or reply service .<sup>18</sup>

## 3. *Hifdz al-mal*

Seen from aspect interests , maintaining wealth ( hifdz al-mal) according to al- Syatibi and Al-Ghazali can differentiated become three levels , namely :<sup>19</sup>

- 1) Look after treasure in level *dharubiyat*  
Levels This covers rule sharia related ownership and prohibitions steal other people's property . If violate rule This so will threaten continuity property .
- 2) Look after treasure in level *pilgrimage*

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<sup>14</sup> Ningsih. pp . 95-96

<sup>15</sup> *Ibid* . p. 96

<sup>16</sup> *Ibid* . p. 97

<sup>17</sup> Language Center of the Department of National Education, *Big Indonesian Dictionary* .

<sup>18</sup> Tia Ifanka et al., 'Giving Ikoy-Ikoyan Gifts Reviewed from the Perspective of Fiqh Muamalah', *Journal of Islamic Economic Law* , Vol. 8. No. 1 (2023), p. 82.

<sup>19</sup> Imarotur Rodhiyah, *Review of Maqashid Syariah and Law Number 8 of 1999 concerning Consumer Protection Regarding the Legality of the Traditional Powdered Herbal Medicine Industry in Kedunglurah Trenggalek* (Tulungagung, 2024). p . 19

Levels This covering rule sharia about sell buy . If method This No used No will threaten continuity treasure will but can makes it difficult for other people who need capital, because in in practice No There is rotation property .

3) Maintaining property deep stage *tahsiniiyya*

Levels This own rule For avoid fraud in transactions , because ranking This influence validity transaction also buy what is used as condition for level hajjiyat and dharuhiyat .

#### **4. Regulation Government Number 29 of 2021**

Regulation Government Number 29 of 2021 Concerning Implementation Field Trading is derivative from Constitution Number 7 of 2014 Concerning Trade that provides base law in management activity trade in Indonesia. Regulations Government Number 29 of 2021 includes things like policies and controls Export and Import , usage or completeness of Indonesian language labels , distribution of goods, facilities Trade , standardization , development Export , legal metrology , supervision activity Trade and supervision for the specified goods as Goods in supervision , as well as relevant aspects with promotion trade .<sup>20</sup>

#### **METHOD**

Study This use method study qualitative with approach studies cases and types study juridical empirical . The data collection techniques used in study This in the form of observation , interviews , and documentation . Data sources in study This is a number of consumers and traders at the Sembako Kiosk at Tamanan Market, Tulungagung , on this occasion This sampling was carried out on 5 consumers detergent prizes , and 3 traders at the Sembako Kiosk . The data analysis technique uses data reduction , data presentation , and data extraction conclusion or verification . While checking validity of data using data triangulation .

#### **RESULTS AND DISCUSSION**

##### **1. Practice Purchase Product Detergent Prizes**

Basically giving present or grant as form marketing techniques of a company is not prohibited things , provided that No there is lie in the offer said , the lottery fate , disadvantage consumers , or cause dispute between consumer with perpetrator business . Purchase product prizes There is Lots its form , some go through lottery coupon prizes , there are purchase present with collect points, door prizes , buy two get one free , vouchers shopping , up to get present If buy One products , and so on . All forms promotion to something product allowed with condition promotion the of course Correct existence as promised by the perpetrator business .<sup>21</sup> Writer do search related purchase product derjen prizes at the Sembako Kiosk at Tamanan Market, Tulungagung , data was found that detergents offered different . Here This is a number of picture from detergent Win prizes at the Grocery Kiosk at Tamanan Market, Tulungagung .

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<sup>20</sup> Government Regulation Number 29 of 2021 concerning the Implementation of the Trade Sector.

<sup>21</sup> Arisandi. et. al, 'Legal Protection for Consumers Against Inappropriate Gifts of Sedaap Soy Sauce Plates from Pt. Wings Surya', *Journal of Law and Social Politics* , Vol. 1.No. 2 (2023), pp. 217-218.



Detergent Promo Prizes SoKlin Smart



Detergent Promo Get Oxyklin Cream as a Prize



Detergent Promo Total de Parfume Prize

If examined from third picture the so can seen that product prizes offered is detergent . Giving the prizes given by the sellers at the Tamanan Market Kiosk have been stated on the packaging detergent . This means that the program for providing gift on purchase product is a strategy that is carried out manufacturer For interesting interest consumers . following is purchase promotion table detergent Prizes at the Grocery Kiosk in Tamanan Market, Regency Tulungagung .

Table 1 Details product detergent prizes

Name of goods	Price	Present
Detergent Soklin Smart 800 grams	Rp. 23,500	Plate Ceramics
Bukrim Oxyklin Detergent 800 grams	Rp. 23,500	Plate Ceramics
Detergent 700 grams	Rp. 22,500	Mug Ceramics



If examined products offered is products that get subsidy or direct sponsor from producers who will later will given to consumer end . Terms this is also already written on the packaging detergent .



As for the practice purchase product detergent Win prizes at the Grocery Kiosk at Tamanan Market, Tulungagung is handover gift on purchase detergent done like sell buy in traditional markets in general , where seller was at his kiosk , then buyer come For buy the item mentioned moreover formerly or direct mention the name of products that will be bought it . After seller know the product intended by the buyer , then at the time that's also the seller take the item in question along with with the promised reward and then handed over to buyer in accordance with what was requested . Main factor giving The gifts given by the sellers at the Tamanan Market Grocery Kiosk come from from manufacturers who produce product detergent prizes with do contract wakalah or guardianship to the agents . In its implementation , the producer as party the marriage contract give provision giving present plate to the agents as first representative first and seller at the kiosk Tamanan Market staple food as the second representative and buyer as consumer receiving end object contract in the form of present plates and bowls ceramics For purchase detergent .

Purchase decisions made consumers on products detergent due to price affordable and enticing present plate ceramics in the packaging . The prizes given own quality with form plate ceramics that are not easy broke , so that become factor main decision purchases made by consumers . There are also buyers who make purchase product detergent prizes No Because the prize just but For other needs that need to be met achieved .

## **2. Practical Law Purchase Detergent Prizes**

### **a. Perspective Government Number 29 of 2021**

In accordance with derivative Government Number 29 of 2021 is listed in Constitution Number 7 of 2014 concerning Trade , explained that Promotion Trade is activity show , demonstrate , introduce , and/ or disseminate information results production of goods and/ or services for interesting interest buy consumers , both domestically and abroad , in term time certain For increase sales , expanding markets, and seeking connection trade .<sup>22</sup> In doing promotion trade required something innovation for perpetrator business . One of them that is activity promotion trading in the form of giving gift on purchase something product .

In PP Number 29 of 2021 concerning Implementation Field Trade , Article 51 letter (a) which reads "Companies that have own Licensing Working in the field Sale Direct forbidden do activities : a. offering , promoting , advertising goods in person No true , different , or contradictory with the actual situation ; ”<sup>23</sup>

#### **a) Explanation company sale direct**

In the explanation of PP Number 29 of 2021 concerning Implementation Field Trading , Sales Company Direct is a business entity in the form of company limited to do activity business Trade of Goods with system Sale Direct .<sup>24</sup>

#### **b) Explanation licensing business**

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<sup>22</sup> Law Number 7 of 2014 concerning Trade.

<sup>23</sup> Government Regulation Number 29 of 2021 concerning the Implementation of the Trade Sector.

<sup>24</sup> Government Regulation Number 29 of 2021 concerning the Implementation of the Trade Sector.

In the explanation of PP Number 29 of 2021 concerning Implementation Field Trade , Licensing Try is legality which are given to Business Actors for start and run business andf or his activities .<sup>25</sup>

c) Explanation offer , promote , advertise goods

According to Kotler and Armstrong, offering , promoting and advertising is part from the marketing mix, which is used as tools all the other promotions planned For reach sales program objectives .<sup>26</sup>

Based on the data found in the field show that seller at the Tamanan Market Grocery Kiosk only buying and selling product detergent prizes that have been mandated by the agent . In gift status originate from perpetrator business detergent in the form of a Limited Liability Company which is distributed to the market , with gift status represented to the first deputy as distributor/ agent , and the second representative consisting of from traders at the Tamanan Market Grocery Kiosk , until later until to consumer end that is buyers at Tamanan Market. The perpetrator businesses that produce detergent utilise packaging as a creative promotional and advertising medium as well as innovative For interesting consumers . Packaging on detergents distributed give information in a way direct about the promotion program like present with include “free plates / bowls” clause ceramics ”. So that can concluded that companies in the form of limited liability companies Already fully do sale in accordance with applicable regulation .

In the case This researchers also found information from one of sellers at the Tamanan Market Grocery Kiosk , that seller sometimes forget No give present as promised on the packaging , so consumer must remind about promised reward . According to information from buyers who have researchers interview can concluded that sellers at the Tamanan Market Grocery Kiosk do not give information about gift given , buyer know direct through packaging . As for the factors the main purchasing process carried out by consumers Because interest buy to lure gifts listed on the packaging .

In its implementation , promotion trade must done with applicable provisions , including No misleading consumers . Actors business sued For give information about clear and accurate promotion of the product being promoted , so that consumer No harmed in taking decision purchase . In article 51 letter (a) Regulations Government Implementation Field Trading has the meaning that perpetrator business or trader allowed do activity promotions , offers , and advertising to consumer origin No contradictory the actual situation or as such promised , so that matter the there is problem about sellers at Kios Tamanan sometimes forget give present as promised on the packaging .<sup>27</sup>

There are provisions the aim For give certainty law in practice marketing and promotion trade at a time aim For protect rights consumers so as not to deceived with advertisement or misleading offers . With existence regulation the traders at kiosks Tamanan Market staple foods are expected can run a more effective promotional strategy transparent and ethical , so that created connection fair trade between sellers and buyers .

In terms of sale product detergent prizes at the Tamanan Market Grocery Kiosk in accordance with rule in Regulation Government Number 29 of 2021 concerning Implementation Field Trade in article 5 letter (a). However only explained in a way general and not explained in a way details about promotion sale with giving gifts , discounts , or bonuses . product detergent prizes in the form of plates and

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<sup>25</sup> Government Regulation Number 29 of 2021 concerning the Implementation of the Trade Sector.

<sup>26</sup> Basu Swastha, " *Marketing Management*" (Yogyakarta: Liberty, 2003). P. 289

<sup>27</sup>Article 51 letter (a) of the Regulation Government Number 29 of 2021 concerning Implementation Field Trading

bowls is one of the strategies implemented by the company For interesting interest consumer in promote goods his merchandise , origin No contradictory with regulation applicable laws and regulations . In general present No only used For giving personal or bonus for worker but used company as part from strategy to interesting interest consumer as well as guard loyalty consumers . Because with present so consumer can interested with current products offered by companies and companies can increase sale product . If there is lure present or unfulfilled promises in accordance as promised then , it is necessary rule more laws concrete and supervision so that authority service related can walk as well as regulation can valid with appropriate .

### 3. Perspective *Hifdz al-Mal*

In practice purchase product prizes is form *Hifdz Al-Mal* which is needed treasure with occurrence sell buy the so that happen circulation and exchange assets owned by each individual or group . In the ability sell For fulfil needs and achieve the purpose , if sell buy No allowed so will do action criminal in guard his wealth like looting , theft , fraud , so that need he did sell buy so that creation *hifdz al-mal*.<sup>28</sup>

*Hifdz al-mal* in practice purchase product prizes used as reject measure and control for the perpetrators business For guard treasure in practice sales until the handover No may done with No clear or including gharar in quality and quantity the product . If happen gharar then one of them party especially buyer will feel oppressed , because of That No allowed sell buy the one that contains gharar , usury , and falsehood to avoid it There is the injured parties .

Form *hifdz al-mal* for seller on giving gifts given is halal according to with what is promised in practice seller give present as promised on the packaging detergent . Giving present done in a way right on time purchase detergent that has been determined and not done with method drawn , so that in in practice No there is element gharar , gambling or maysir . Procedures and provisions giving present as well as activities purchases made by consumers done on awareness self themselves , the parties *al ba'i* ( seller ) and *mustari* ( buyer ) do not disadvantaged , same The same profit Because seller get profit whereas buyer like Because get gift . Practice sale product prizes the done seller in a way free of charge as form from promotion sales . Although gifts given has calculated and entered to in price goods sold , in in practice No contain element uncertainty ( gharar ) related with goods , gifts and their prices . Therefore That can concluded that sell purchases carried out by traders at Tamanan Market , Tulungagung in a way law valid and invalid violates sharia.

Activity consumption that is carried out consumers on purchases product detergent prizes No cause consumption excessive like characteristic israf , wasteful , because consumer do purchase in accordance with need House stairs , besides That prizes and products obtained not haram according to syara ' . Purchase product detergent prizes the beneficial to each party good obtained consumer and manufacturer . Transaction the No excessive in spend treasure as recommendation *Hifdz al-mal* in guard price , consumer buy product the Because of course need the product No Because the prize just .

Reviewing from aspect practice purchase detergent prizes in a way general , then levels needs that occur in maqashid *hifdz al-mal* , namely in the form of needs of a nature *dharubiyat* or in other languages are primary needs . If need This No fulfilled so will impact on difficulties in his life . In life daily detergent used as need main House ladder For clean clothes , cleaning unclean on clothes , remove stains on soda, carpet , washing dishes , mopping floor .

In Islam guard cleanliness is one of the in frame look after health . Islam pays great attention to health. problem cleanliness Because inside it there is worship to Allah SWT,,

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<sup>28</sup> Aziz. ....Page 76-77

cleanliness physical No just the body but also on the clothes worn . This is show that guard cleanliness No things that are not may ignored so only . Therefore That according to Islam clean just No Enough but must balanced with holiness from hadas and najis . Because if There is dirt that sticks dressed , will impact on a person's series of worship Muslims who do not on purpose become not enough perfect .

Purity in Islam called with the term " thaharah " . Thaharah according to Language means " clean " . While according to term sharia thaharah is clean from hadas and najis . In addition purification can also be interpreted as do jobs that allow prayer , which consists of ablution, bathing, tayammum and removing impurities unclean . Holy No only must clean but also clean and holy from dirt stuck to the body . In Islam cleanliness explained in hadith **النَّظَافَةُ مِنَ الْإِيمَانِ** Meaning : cleanliness is part from faith

Rasulullah saw was very care to cleanliness , not only physical , clothing , even cleanliness environment . Indeed, Allah commanded the Prophet Muhammad to clean the environment. his clothes moreover formerly Because clothes as appearance First in social interaction . In addition in a way biological guard cleanliness is one of the effective ways to avoid from epidemic disease . So in realize cleanliness required something capable tool used For cleaning dirt or unclean . The tools used in clean from dirt is one of them is with detergent . After clothes That sanctified with holy water , then detergent used For help clean stain or unclean until complete without leave smell , color and shape dirt that sticks to objects like clothes . So that clothes can used For worship with calm and comfortable without any disturbing aroma around , well in form connection with God ( hablumminaallah ) and connection with human ( hablumminannas ) .

## CONCLUSION

Practice sale product detergent prizes that are carried out seller with a number of way , *first* sale detergent prizes done with contract wakalah or spoken representative in a way directly by agent as the second representative to seller at the Pasar Tamanan Grocery Kiosk as the third representative For give present on sale detergent to buyer ; *second* sale detergent that is done seller in accordance with the price that has been determined by the seller and stated on the packaging product without existence addition price specifically for giving the gift promised on the packaging detergent ; *third* when buyer mention the product seller will direct take it detergent along with with present plates and bowls ceramics without addition price . The factors that influence decision consumer For buy product detergent prizes Because factor affordable prices , lure gifts offered , and products purchased own mark influential uses For need House ladder .

Based on Regulation Government Number 29 Years 2021 about Implementation Field Trading in do sale direct company forbidden give information false or No according to fact in the process of offering , promoting , and advertising products sold . In practice perpetrator business in the form of a Limited Liability Company Already do as stated in the regulations legislation . However Still There is a number of challenges , one of which lack of giving information and provision gifts made traders at the Tamanan Market Grocery Kiosk as the 2nd representative . Promotion in form giving present only innovations made by the company For interesting interest consumers , will but in Article 51 letter (a) only mentioned in a way general just . Then if there is lure present or unfulfilled promises in accordance with the actual situation required rule more laws concrete and supervision so that authority service can walk as well as regulation can valid with appropriate .

If seen of 3 ( three ) levels *hifdz al-mal* , in a way general purchase product detergent prizes is need *dharuhiyat* or primary needs . Detergent considered as need main in House ladder For help clean unclean until complete without leave smell , color and shape dirt that sticks to objects like clothes . So that clothes can used For worship with calm and comfortable without any

disturbing aroma around . If need This No done so will impact bad for cleanliness House ladder or even threaten safety in life both in the world and afterlife . Under guard wealth ( *hifdz al-mal*) for seller to practice purchase product detergent prizes done with transparency without There is addition price , and giving gifts made No contain element gharar . For consumers purchase detergent done Because interest to lure the prizes offered will be but purchase product detergent prizes No cause *tabzir* or waste Because product purchased detergent is need main House ladder .

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