

DOES BUZZER SERVICES PRACTICE GIVES ANY *MASLAHA*? AN ANALYSIS OF *AL-MASLAHA AL- MURSALA*

Anindya Aryu Inayati^{a,b}

Defi Tria Setyani^a

Maulida Izzati^a

Nur Khasanah^a

^aUniversitas Islam Negeri K.H. Abdurrahman Wahid Pekalongan

^banindya.aryu.inayati@uingusdur.ac.id

Abstract

The rise of online business activities necessitates digital marketing by introducing third parties, namely buzzers. Buzzers play a role in conveying information, campaigning for an issue and promoting products. In practice, buzzers can spread false and non-objective information by manipulating information that has been previously arranged. However, buzzers are chosen by business people because they are considered quite effective in boosting sales. The use of buzzer services is considered to be able to provide *maslaha* for business actors on digital platforms. This research design uses empirical legal research with a qualitative approach. The data sources for this research consist of primary and secondary data sources. Primary data sources in this research were obtained from interviews and observations. The research results show that the practice of using buzzer services in digital marketing is carried out in 2 ways, namely using real humans and robots. Business actors who are informants in this research use buzzer services to increase followers, enliven shop social media accounts, provide product reviews, and create influence on the public's decision to make purchases. In practice, there are several buzzers who carry out their duties according to requests, but there are buzzers who carry out their duties by providing information honestly. The buzzer has *mafsada* and also *maslaha*. The buzzer can be said to be *maslaha* if there are no elements that cause harm. The buzzer can be incorporated into the *al-maslaha al-tahsiniya* type as a complementary benefit in order to broaden the market reach in trade.

Keywords : *Digital Marketing, Al-Maslaha Al- Mursala, Buzzer Service.*

INTRODUCTION

An intriguing phenomenon that has emerged as a result of the growth of online business activities in this digital age, particularly in the marketing strategies employed by business actors, is the existence of third parties that are not just consumers and business actors but also have a big impact on digital marketing or promotion. Because buzzer services are thought to be highly effective at increasing sales in competitive markets, business actors in digital marketing use them (Janardana,2024).



The use of buzzers in business competition aims to do branding or advertising. Branding a product is intended to increase or expand advertising about a product to the public so that it is better known. Buzzers in digital promotional media do have many positive sides for business actors, but in practice sometimes in carrying out their duties tend to have the potential to be dishonest and unobjective such as the spread of hoax news, slander and lead to more fraudulent elements. There are several negative acts of buzzer on social media that are easy to find, such as a false review of a product.

The act of buzzer can have a positive impact by helping business actors and can be a bad action to become a scam. Indonesia has several laws and regulations that regulate the spread of fake news, in an effort to stabilize and conducive the adverse impacts produced. In line with that, in Islamic law, it is also known that there is a maslaha. Maslaha is something that brings goodness and truth or takes benefits and rejects harm (Amanatus, 2022).

Research on buzzer services is not the only one, but several previous studies have been found that are relevant. Among them is a study by Priscilla Mathilda Hanami entitled "Strategies for Using Buzzers to Bring Down Competing Business Actors in a Business Competition Perspective" (Hanami, 2023). Research by Hasnas Sania Ghasani, Nanang Nurhasanah, Lisa Dzulhijjah entitled "Analysis of Fiqh Muamalah and Law Number 8 of 1999 concerning Consumer Protection of Buzzer Services as a Means of Promoting Property Buying and Selling Business" (Ghassani, H. S., Nurhasanah, N., & Dzulhijjah, L. 2023). Research by Amah Habibah entitled "Review of Islamic Law on the Practice of Buzzer Wages" (Habibah, 2022). The three studies carry the same theme, namely about buzzers. Hanami's research focuses on the discussion of the perspective of business competition. Meanwhile, Lisa Dzulhijjah's research focuses on the analysis of fiqh and also the Consumer Protection Law. The three studies are different from this study in terms of review and research objects. So that this research has the value of novelty and can complement the findings of the previous research.

RESEARCH METHOD

The type of research used in this research is empirical law. The approach of this research is a qualitative approach. The primary data in this study was obtained from the results of interviews and observations with business actors and buzzers. Secondary data in this study was obtained from the results of a review of various literature or literature materials related to the problem or research material. The data in this study was collected by observation, interview and documentation methods. The data analysis technique is a qualitative descriptive analysis method.

RESULTS AND DISCUSSION

Overview of digital marketing practices in market places

The marketplace based on Matsura's understanding in his book entitled Security, Rights, and Liabilities in E-Commerce is a global network of commercial transactions and economic relations supported by the internet and other forms of modern information and telecommunications technology, in other words, the marketplace acts as an intermediary between online sellers and buyers (Wijaya, 2020). To put it another way, a marketplace is an online marketplace that connects customers and sellers to exchange goods and services. Search, payment, and delivery services are just a few of the many features the marketplace offers to make transactions easier. Tokopedia, Shopee, Bukalapak, Lazada, and Bibli are a few instances of marketplaces that are often used in Indonesia.

Business actors choose to use marketplaces in selling online because marketplaces have high users where marketplaces provide very large access to audiences so that online business actors can reach more potential buyers. In addition, marketplaces also offer advantages in terms of trust and reputation. The marketplace itself has built a good relationship with consumers as a trusted platform so that it can provide a sense of security and trust for buyers. However, business actors also need to carry out marketing strategies to compete with other business actors in the marketplace.

Some marketing strategies that can help sellers increase sales on the marketplace.

1. Strengthen the brand

Building a strong brand can help increase customer trust and help increase sales. There are several ways to strengthen your brand on the marketplace, such as providing attractive product descriptions, displaying high-quality product photos, and providing good customer service.

2. Increasing product visibility using SEO

Optimizing products for search engines on the marketplace can help increase the visibility of your products and help shoppers find your products more easily. Some SEO techniques that can be used are using relevant keywords, writing clear and informative product descriptions, and adding high-quality product photos.

3. Use promotions and discounts to attract customers

Offering promotions and discounts can help attract customers' attention and help increase your sales. There are many ways to offer promotions and discounts, such as by providing coupon codes, holding seasonal sales, or offering discounts on purchases.

4. Conduct market research and monitor the latest trends

Offering promotions and discounts can help attract customers' attention and help increase your sales. There are many ways to offer promotions and discounts, such as by giving coupon codes, holding sales.

5. Conduct market research and monitor the latest trends

Conducting market research and monitoring the latest trends can help you understand your customers' needs and preferences, as well as help you adjust your marketing strategy to stay relevant and effective. You can do market research by examining product reviews, looking at buyer behavior, and reviewing your competitors on the marketplace.

6. Giving positive reviews and testimonials



Positive reviews and testimonials can help increase customer trust and help increase your sales on the marketplace. You can ask your customers to leave positive reviews and testimonials about your product, and then share them on your product page or on your social media.

7. Partnering with *affiliate*

Affiliate marketing is an effective marketing model in increasing sales and *brand awareness*. By partnering with affiliate marketers who have influence and a strong follower base, brands can reach a wider audience.

Each business actor m, here are some business actors who are informants in this study to obtain research data:

1. NewCloth Store

In this study, the author found a strategy used by Newcloth stores in conducting digital marketing in increasing sales.

Digital marketing strategy used by NewCloth store

a.) *live streaming*.

The NewCloth store conducts live streaming every day from 8 a.m. to 10 p.m., in a live streaming broadcast will usually be guided by one host where the host will explain in detail about the products sold. The information provided is about the materials used, product size, product price, quality and other details. When doing the live streaming, the host will also provide vouchers that have been provided by the marketplace platform itself, such as free shipping & discount vouchers (Ais, 2024).

b.) Using a buzzer

The increasing number of buyers, in this case, Mas Ais also uses the help of buzzers to increase live streaming traffic, which is like live viewers and also comments in live. Because by using the help of this buzzer, live streaming becomes more crowded or better known for good traffic. With good traffic, it can increase sales. The buzzer he uses to increase traffic in livestreaming uses a robot buzzer or often known as a BOT (Ais, 2024).

2. Efeme Store

In this study, the author found a strategy used by Efeme stores in conducting digital marketing in increasing sales

Digital strategies used by efeme stores (Iqbal, 2024):

a.) *Live streaming*

The Efeme store conducts live streaming every day at certain hours that are considered crowded by the audience, in live streaming broadcasts will usually be guided by one host where the host will explain in detail about the products sold. The information provided is about the materials used, product size, product price, quality and other details. When doing the live streaming, the host will also provide vouchers that have been provided by the marketplace platform itself, such as free shipping & discount vouchers.

b.) *Content marketing*

The Efeme store also create content on TikTok as one of the marketing strategies used, where the content contains about the products they sell. By creating this content, it also affects sales traffic.

c.) Make use of the promotions that marketplace platforms offer.

The efeme store uses shopee ads and also tiktok ads to increase sales. Some of the promotions used in the shopee marketplace are store promos, vouchers, flash sale prices, free shipping, and store join vouchers. As for tiktokshop, the efeme store uses the promotions provided such as to increase live or increase accounts.

d.) Affiliet

The efeme store also collaborates with content creators or affiliates, where the way an affiliate works is to create content or live promote products sold by the efeme store with a link or yellow basket in the marketplace. If anyone buys through an affiliate or content creator, they will get a commission that has been given, which is 10%-15%.

e.) Buzzer

Efeme stores also use the help of buzzers in the beginning of starting a business even now. The buzzers used are buzzers that increase followers and fake orders. Buzzers are used by efeme stores to increase the level of trust of customers (Iqbal, 2024).

The researcher can conclude that of the 2 stores in the marketplace, they both use buzzer services as one of the promotional strategies in increasing their sales. The researcher chose these 2 stores because according to the researcher's observation that these stores can provide information about the marketing strategies they use, with these 2 stores already representing information about marketing strategies that use the buzzer service.

Overview of Digital Marketing Practices

Social media is a collection of software that allows individuals and communities to gather, share, community, and in certain cases collaborate or play with each other. Social media has the power of user-generated content (UGC) where content is produced by users, not by editors as in mass media agencies. Examples of social media are often used such as Instagram, Facebook, WhatsApp, Twitter etc (Boyd, 2015).

Social networks have transformed into digital marketing tools and digital selling. The use of social networks as a sales promotion tool has been proven to increase sales, social network users are able to communicate from anywhere and anytime. This advantage should be used to expand business networks, trade, in addition to adding friends. It can also be used as a promotional medium for micro and medium business units (Wahyu R,2022).

Some marketing strategies that can help sellers increase sales on the marketplace (Wahyu, 2022).

- a. Set audience goals and define metrics
- b. Define a content strategy



- c. Determine the platform you want to target
- d. Create engaging content
- e. Increase brand awareness
- f. Learn about competitors

Every business actor has its own marketing strategy to offer its products to consumers. One of the perpetrators in social media who became an informant in this study was the Gamis Abstrak store. Gamis Abstrak store is a store that is engaged in the world of fashion, more specifically in gamis, the Gamis Abstrak store also has an offline store. The owner of the Gamis Abstrak store is Reza who has an address in Pekalongan. The digital marketing that the Gamis Abstrak store uses is using social media, in this case using whatsapp, instagram, facebook, and telegram.

The digital marketing strategies used by Gamis Abstrak stores are:

a.) *branding stores and products.*

Gamis Abstrak store do their own branding of their own products which makes their products different from competitors' products. What the Gamis Abstrak store does is to use motifs that are really from the owner's own ideas and several other characteristics such as in terms of packaging and others.

b.) *Burn rate*

Gamis Abstrak stores use a burn rate strategy where the term burn rate itself is one of the terms used in the business world, especially finance. This term refers to how much money a startup spends especially before the company manages to make money.

c.) *Buzzer*

Gamis Abstrak store also uses a buzzer strategy in this case, especially FO (Fake Order) which is used to improve sales performance. By using multiple accounts to buy products and give reviews (Reza, 2024).

Researchers can conclude that the store on social media also uses buzzer services as one of the promotional strategies in increasing sales. The researcher chose this store because according to the researcher's observation that this store can provide information about the marketing strategy they use, with this store already representing information about the marketing strategy that uses the buzzer service.

The Use of Buzzer Services as a Marketing Strategy

Buzzer services are services offered by individuals or companies to their clients to spread messages or information in a wider and faster way through social media or other online platforms. Buzzers usually have a large follower base on social media and are able to influence public opinion. However, it is important to note that the practice of buzzers can be controversial depending on the context (Dewita, 2020). In order to obtain the results of the research, researchers have conducted interviews with several buzzers who promote their services on marketplaces and social media.

1. Social.media.market

The results of the author's interview with Suci as the owner of social.media.market found a buzzer way in completing orders or providing services to consumers.

- a. Have a grub containing real buzzers who are ready to accept jobs
- b. After receiving the sacred order, a briefing will be held according to the customer's wishes. For example, if the customer asks for 5 stars or the review should not be too short.
- c. Making google drives for buzzers provides proof of screenshots of having placed an order.
- d. The Google drive will be sent to the grub containing the buzzers, if the buzzer is interested in executing the order, it will write the name and fund number where the fee will be sent through the fund number after executing the order.
- e. Suci waited for the list and google to be full and checked whether it was in accordance with the order or not.
- f. If it is according to the google drive link, it will be sent to the customer.

The buzzer service carried out by Suci is included in real humans, not robots (bots) because Suci works with several other buzzers. (Suci,2024)

2. Jasabuzzer___ Account

The results of the author's interview with Wahyu as the account holder jasabuzzer___ found a buzzer way in completing orders or providing services to consumers.

- a. Buzzer service serves orders via Instagram and WhatsApp
- b. If you have made a deal with the price offered, jasabuzzer___ will provide an account for payment that must be made by the consumer and if you have made a payment, you must send proof of transfer
- c. The process takes about 5-6 hours depending on how many orders are placed
- d. After completing the work, jasabuzzer___ will send a report in the form of a drive containing talents, links and screenshots that telent jasa buzzer___ has done the work.

In this case, the buzzer service has 2 ways to place orders according to the demands of its consumers, namely using robots (bots) and also real humans (telents). Jasabuzzer___ have thousands or even tens of thousands of talents (who will do the work) whose followers range from micro, macro to mega on social media platforms (Wahyu, 2024).

The researcher used the 2 stores as a sample of many other business actors who use buzzer services and they use the same method.

Buzzer Service Practice in Digital Marketing

Based on the explanation of several entrepreneurs who acted as informants in this study, buzzers are used by entrepreneurs as a sales promotion strategy, where entrepreneurs ask for the help of buzzers to increase sales through various techniques. Although buzzers are not the only way to promote, buzzers are quite in demand by business actors to be able to compete in the digital market and increase sales, especially



for business actors who are just starting their business. In practice, buzzers help business actors by providing several services, where there are buzzers using real human accounts, but there are also those who use robots. The informants in this study use the help of robot buzzers to increase traffic in their sales, some also use real human buzzer services to provide product reviews.

Buzzer performs services that use robots or by request as requested by business actors without first accepting or trying their products in several fake accounts in their promotions, including the spread of hoax news or even fraud. This is indirectly prohibited in accordance with what is explained in the Article on the Spread of Hoax News regulated in the ITE Law.

Business actors who use fake accounts to increase traffic in their accounts in practice do not all buzzers use fake accounts or want to receive orders according to consumer requests. There are also buzzers who do try the product they will promote first, but in this case the buzzer promotes to several social media accounts that they have, this as long as there are no elements or words that lead to misleading or fraud are still allowed. The thing that a buzzer must pay attention to is to ensure that the news conveyed is true news and must not spread false news.

The use of buzzers can help popularize products or services for business actors to the public, especially those who are just starting their business. In accordance with the presentation of the informants in this study, they said that with the help of buzzers, sales can increase significantly. This makes some business actors use the help of the buzzers. If you don't use the help of buzzers, business actors may not be able to reach the digital market.

One of the tips to avoid lying is to refrain from conveying all the information you have. This is to anticipate being excessive in conveying information. Because if someone talks too much, they will tend to add to the information.

Buzzers that help popularize products or services of business actors are included in the attitude of helping where helping is one of the teachings of Islam. With an attitude of help, it can create a harmonious and caring society. However, the permissible attitude of helping is to help in the context of goodness, not in the context of disobedience. In line with the meaning of the hadith about helping.

From Abi Hurairah, he said: Rasulullah SAW said: "Whoever removes one difficulty of another believer from his difficulties in the world, Allah will surely remove from him one difficulty on the day of death. Whoever relieves a person in distress (in his debt), Allah will surely ease him (his affairs) in this world and the Hereafter. Whoever covers the disgrace of a Muslim, Allah will surely cover his disgrace in this world and the hereafter. And Allah will always help his servant, as long as he will help his brother." (HR. Muslim).

Therefore, basically, buzzers can be used for promotional media, but it's just that buzzers must provide appropriate information and do not contain things that are prohibited in their implementation such as the spread of false news, slander, sheep fights and other things that are contrary to Islamic law and State law.

The Perspective of Al-Maslaha Al-Mursala on the Use of Buzzer Services in Digital Marketing

Buzzers in accordance with inventions in the field have a high utility value, where buzzers can help business actors to promote their products or services to the general public. New business actors are having difficulty penetrating the global market without the help of buzzers. Because the current technological era is progressing very quickly, so if MSME actors do not improve their marketing, the managed business will not last long judging from such massive technological developments (Harahap, 2023). A buzzer in the virality of a content plays a role in the dissemination of content to the public, or on social media is often called increasing content reach. A buzzer has a large number of followers on a particular social media, compared to other social media users. Not only that, the followers of a buzzer have a high sense of trust and the same interest as the influencer they follow. (Harahap, 2023)

Buzzers also make it easier for consumers to receive information or even look for the products they need because with the use of buzzers there will be more audiences that can be reached. Practice in the field as explained in the previous point that there are several buzzers doing inappropriate practices. Such as exaggerating product information or in this case reviewing products by request, or even accepting consumer orders to promote products without accepting the product to be promoted. There is also a buzzer who does do his job honestly as explained in the previous sub-chapter. Buzzers can be used but must avoid things that lead to mudharat. With that, the use of buzzers can provide benefits for business actors and even consumers.

Al-Maslaha Al-Mursala is the path taken by Islamic law to apply its rules and commandments to various new events that have no nash. Besides that, it is also a way to set rules that already exist in the journey of human life. According to the majority of scholars, there are several conditions that must be met so that the buzzer can be included in a maslaha mursala as follows:

1. The maslaha must be "maslaha that haqiqi" not only based on prejudice is a real benefit.
In practice, promotional strategies using buzzers do benefit both parties, both business actors and consumers. However, if there are buzzer individuals who commit misappropriation in their buzzer practices, this can cause losses for consumers. Therefore, the buzzer is real but must be by avoiding prohibited things.
2. These benefits are in the form of general benefits, not specific or individual.
It is undeniable that the use of buzzers can have a fairly high value of benefit for business actors as well as for consumers who are informed. In this case, for example, a consumer who is hesitant about the product he will buy when he sees the comment column or the star in the review turns out to be good, then make the consumer confident in his decision to buy. So the use of buzzers has public benefits, not only individuals. Except for buzzer individuals who commit misappropriation, this is not included in the public interest.
3. The benefits in accordance with Islamic sharia do not contradict the Qur'an and Hadith



The determination of the law for this benefit must not be contrary to the law or the basis established by *nash* or *Ijma'*. Likewise, buzzers are considered *maslaha* by not contradicting Islamic law, both in the *Qur'an* and *Sunnah* as well as applicable laws and regulations. So the use of buzzers in digital marketing brings benefits and goodness.

However, there are indeed some rogue buzzers who, in spreading information or carrying out their tasks, can sometimes cause harm to consumers. Related to the existence of hoaxes or incorrect information, this can cause even greater harm. Which makes the position of the buzzer not beneficial. Therefore, it is appropriate for us to prioritize avoiding *mafsada*. Business actors, as Muslims, should also avoid causing losses to their consumers. As the *fiqh* principle states, "preventing harm is better than obtaining benefit."

The derivative rule that strengthens the above rule is: "eliminating *mafsada*/damage takes precedence (priority) rather than attracting *maslaha*". *Maslaha* must be pursued by not causing losses and chaos that may arise because it avoids damage to both oneself and others, efforts to avoid losses to oneself and others must be prioritized over efforts to achieve *maslaha*. Although these efforts have not been able to fully eliminate the harm that occurred.

Buzzer from the point of view of marketing strategy includes a type of *maslaha al-tahsiniya* whose benefit is to complement the previous benefit. The benefit that buzzer services are equipped with in this context is marketing, where the spread of useful product information and convenience for consumers in finding and choosing these products is easy (Patih, 2022). With the use of buzzer services, business actors can increase their business and affect economic stability.

Maslaha tahsiniya is also called *maslaha takmiliah* which means this type of problem is its nature to maintain goodness and good character only. Even so, this kind of happiness is needed by humans. *Maslahat* which is categorized as *maslaha tahsiniya* is only for goodness and perfection. If it cannot be realized and achieved by humans, it does not make it difficult and destroy the order of life, but is seen as important and necessary. (Alaidin Koto, 2004)

The discussion above shows that buzzers are included in *maslaha* but in practice must avoid things that can be detrimental or cause harm. And buzzers can be used as a digital marketing strategy by minimizing losses for others.

CONCLUSION

The use of buzzers in digital marketing is in great demand and helpful for business actors. Buzzers have two ways to carry out their services, namely using real humans and also using robots. In practice, there are several buzzers carrying out their duties as requested, but there are several buzzers who carry out their duties by reviewing honestly in providing information.

Buzzer services have *mafsada* and also benefits that have been explained previously. Buzzers can be included in *maslaha* if there are no elements that cause harm. Because in the practice that has been found there are several buzzers who carry out their duties honestly. Buzzer can be included in the type of *maslaha al-tahsiniya* where the

complementary benefit is in the form of discretion that can complement the previous benefit, namely trade.

REFERENCES

- Abdul Rahman Dahlan, Ushul Fiqh, (2011) Jakarta: Amzah, Cet. 2
- Ahmad, M. K. (2024). *Strategi Pemasaran Melalui Digital Platform Pada Wisata Lolong Adventure Dalam Prespektif Syariah* (Skripsi Sarjana Uin. Kh Abdurrahman Wahid Pekalongan)
- Ais, Owner toko newcloth, diwawancarai oleh defi tria setyani, 9 juni 2024
- Al-hikmah, Al-qur'an dan terjemahnya, (2014) Bandung: Cv diponegoro
- Amah, Habibah. (2022) *Tinjauan Hukum Islam Tentang Praktik Pengupahan Buzzer (Pada Tim Value Stream Mapping Trending Maker-Twitter)*. (Skripsi Sarjana Universitas Islam Negeri Raden Intan Lampung).
<http://repository.radenintan.ac.id/18832/1/SKRIPSI%201-2.pdf>
- Amir Syarifuddin, Ushul Fiqh, Jilid ke-2,(2008) Jakarta: Kencana Prenada Media Group
- Andry, Saputra Saptaji. (2022) "Tanggung Jawab Hukum Pelaku Usaha Online Di Media Sosial Khususnya Instagram Yang Menggunakan Informasi Palsu Terkait Followers, Testimoni, Comment Terhadap Konsumen Berdasarkan Undang-Undang Nomor 8 Tahun 1999 Tentang Perlindungan Konsumen." *Diss. Universitas Mataram*
- Didy, Irene, memahami social media marketing, dari pengertian sampai strateginya, diakses tanggal 15 juni 2024 <https://glints.com/id/lowongan/apa-itu-social-media-marketing/>
- Erliani, Lilik. (2020). "Jual Beli Online Yang Mencantumkan Gambar Dan Testimoni Palsu Studi Market Pleace Melalui Media Facebook." *Falab: Jurnal Hukum Ekonomi Syariah*, 1.1.
- Ghassani, H. S., Nurhasanah, N., & Dzulhijjah, L. (2023, August). Analisis Fikih Muamalah dan Undang-Undang Nomor 8 Tahun 1999 tentang Perlindungan Konsumen terhadap Jasa *Buzzer* sebagai Sarana Promosi Usaha Jual Beli Properti. In *Bandung Conference Series: Sharia Economic Law* (Vol. 3, No. 2, pp
- Hanami, Priscilla Mathilda (2023) strategi penggunaan *buzzer* untuk menjatuhkan pelaku usaha pesaing dalam prespektif hukum persaingan usaha, (skripsi sarjana Universitas Airlangga)
https://all.fh.unair.ac.id/index.php?p=show_detail&id=22545&keywords
- Harahap, F. H., Tobing, I. F., Suhaimi, M., & Batubara, M. (2023). Viral Marketing Pada Usaha Mikro Kecil Menengah (UMKM) Halal. *Jurnal Ilmiah Ekonomi Islam*, 9(1)
- Hendarsyah, Decky. "Pemasaran digital dalam kewirausahaan." *IQTISHADUNA: Jurnal Ilmiah Ekonomi Kita* 9.1 (2020)
- Iqbal, Owner toko efeme, diwawancarai oleh defi tria setyani 15 juni 2024

- Isima, R. (2022). *Analisis Masalah Mursalah Penggunaan Buzzer Sebagai Alat Persaingan Usaha Di Media Sosial (Dalam Hukum Islam Dan Hukum Positif)* (Doctoral Dissertation, Uin Sunan Kalijaga Yogyakarta). <https://digilib.uin-suka.ac.id/id/eprint/53820/>
- Iswiyah, D. K., & Sabiq, F. (2023). *Sistem Jual Beli Dropshipping Di Marketplace Shopee Perspektif Hybrid Contract Dan Masalah Mursalah* (Tesis, Uin Raden Mas Said Surakarta). <https://eprints.iain-surakarta.ac.id/7126/1/Tesis%20Devi Upload.pdf>
- Janardana, Diptyarsa. “ Apa itu *buzzer* dan manfaatnya dalam kegiatan promosi marketing” Bizhare. Diakses pada tanggal 10 mei 2024 <https://www.bizhare.id/Media/Bisnis/Apa-Itu-Buzzer>
- Lagi, belajar, marketplace marketing: Definisi, Manfaat, dan Jenis-jenisnya, diakses tanggal 10 juni 2024 <https://www.belajarlagi.id/post/marketplace-marketing>
- Patih, H. (2022). Penerapan *Maslahah Mursalah* dalam Pengeolaan Zakat Profesi pada BAZNAS Kabupaten Tuban. *Jurnal Ilmiah Ekonomi Islam*, 8(1)
- Reza, owner toko gamisabstrak diwawancarai oleh defi tria setyani 14 juni 2024
- Sari, O. H., Rukmana, A. Y., Munizu, M., Novel, N. J. A., Salam, M. F., Hakim, R. M. A., ... & Purbasari, R. (2023). *Digital Marketing: Optimalisasi Strategi Pemasaran Digital*. Pt. Sonpedia Publishing Indonesia.
- Sholihah, Amanatus. (2022) "*Buzzer* Dalam Pusaran *Maslahah* Dan Kepentingan Politik." *Politea* 5.2
- Siahaan, Jonathan Agustinus. (2023) "Perlindungan Konsumen Atas Testimoni Tidak Sesuai Pada Electronic Commerce (Studi Kasus Pada Aplikasi Shopee)." (Skripsi, Universitas HKBP Nommesen) <https://repository.uib.ac.id/bitstream/handle/123456789/8762/JONATHAN%20AGUSTINUS%20SLAHAAN.pdf?sequence=1&isAllowed=y>
- Sihombing, Nikous Soter, et al. (2022) *Pemasaran Digital*. Penerbit Widina
- Suci, pemilik toko social_media_market diwawancarai oleh defi tria setyani 9 juni 2024
- Sulianta, Feri (2023), *Panduan lengkap Digital Marketing*, Penerbit Andi
- Supriyadi, iyan. “Inovasi Pemasaran Digital : Menemukan Keunggulan Bersama Jasa *Buzzer* Meedsod” Medium. Dikases pada tanggal 10 mei 2024 [Inovasi Pemasaran Digital: Menemukan Keunggulan Bersama Jasa *Buzzer* Medsos | by Iyan Supriyadi | Apr, 2024 | Medium](https://www.medium.com/@supriyadi/inovasi-pemasaran-digital-menemukan-keunggulan-bersama-jasa-buzzer-meedsod-apr-2024)
- Swiyah, D. K., & Sabiq, F. (2023). *Sistem Jual Beli Dropshipping Di Marketplace Shopee Perspektif Hybrid Contract Dan Masalah Mursalah* (Tesis, Uin Raden Mas Said Surakarta). <https://eprints.iain-surakarta.ac.id/7126/1/Tesis%20Devi Upload.pdf>
- Wahyu, pemilik akun *jasabuzzer* diwawancarai oleh defi tria setyani 10 juni 2024
- Wijaya, D. (2020). *Marketplace pedia*. Laksana.
- Yudityawati, Dessy Kartika, And Hadiah Fitriyah. (2022) "Strategi Pemasaran Dalam Perspektif Islam." *Jurnal Manajemen Dan Bisnis Indonesia* 8.1