

Digital Brand Transaction Model of *Halal* Products in the Urban Consumer Society

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ABSTRACT

This study examines the form of digital transaction models on *halal* products that are the needs of the people of South Jakarta in the era of technology-based markets today. Digital era is closely related to the efficiency and effectiveness of time in meeting the needs of people's lives which are fast and easy. Through digital markets the community is facilitated in meeting all the necessities of life. This makes the digital market a space for meeting the needs that are visited by many people. Excess digital market space provides a great opportunity for the community to become independent business actors. Besides that, the digital market still has many shortcomings that need attention. Various types of digital market features framed in the form of applications on community gadgets have an effect on the performance of products that are said to be *halal* or not *halal*, both in terms of the legality of goods sold, compliance with product requirements is said to be *halal*, to the services of buying and selling products in the digital market.

Keywords : *Transactions, digital, halal products, consumptive, urban society, South Jakarta.*

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INTRODUCTION

The rapidly changing dynamics of technology and information have an impact on the existence of conventional market spaces. Where the market was in the form of a building, the era of digitization has transformed the market into a form of digital space. Regarding digitalization in market space activities is one of the consequences of modernity. Giddens in his book explained that the existence of new innovations in technology and being a central machine in production in modern industry is a characteristic of modernity (Anthony Giddens: 2017). This rapid change is not easy to be avoided by the community, especially the urban community.

Many digital markets in Indonesia are displayed in the form of applications that can be easily accessed by the public. The intended application is a marketplace that provides various seller facilities for buying and selling with consumers. Various features of the marketplace as a digital market contain many product offerings offered to consumers.

Marketplaces in Indonesia that are quite well known include Tokopedia, Bukalapak, Shopee, Lazada, Blibli, Zalora, and others. The existence of the digital market proves that the people in Indonesia are open to technological advances, and are then able to optimally pursue it as a great opportunity for business.

Actors in the digital market space consist of marketplace owners, traders and consumers. These actors have their respective activities. Marketplace owners become providers of digital market space and supervise the buying and selling process. Traders offer various types of merchandise to consumers through features available in the marketplace. Consumers as buyers are still given the opportunity to bid on prices and choose goods.

Some marketplaces as digital market spaces have complemented the features that should exist as a condition of the buying and selling activities carried out. The features that should be in the marketplace must accommodate the needs of producers or market traders and consumers. Accommodating the needs of traders including providing space to display the goods offered, it also needs features that describe the advantages and disadvantages of the goods offered, as well as an explanation of items that consumers need to know such as *halal* goods.

Dilemma when features in the marketplace or digital market space are not met as they should, even if there is no standardization of the company marketplace for traders when offering merchandise, then the most disadvantaged are the people as consumers. The marketplace feature also needs to provide a forum for the consumer community, especially to bid on prices to submit a cancellation of the purchase of goods if it is not in accordance with the agreement in the transaction.

The digitalization market space also raises questions from the public about the products being sold. Start the question of the legality of the goods, where the products sold are bought, how the authenticity of the product, what market price should be enforced, how the quality and *halal* quality of the products sold are bought to consumers.

METHOD

The location of the research that will be conducted by researchers is in the community environment in Pasar Minggu Village, South Jakarta. The requested urban community is digital market consumers. In addition, researchers also dig information about the formation of a digital market in one of the communities engaged in the digital and conventional market in DKI Jakarta. The research approach used by researchers as the problems obtained and will be examined is using descriptive qualitative research.

The research data collection techniques used are: (a) Open, structured and unstructured interviews. Researchers will determine the informants with snowball techniques. (b) Observation, the type of observation made by the researcher is the type of nonparticipant observation, ie the researcher in the implementation of the observation does not participate directly in the activities being carried out by the object being observed. (c) Literature, researchers also take secondary data from some of the literature available in the mass media data bank.

Research instruments in this type of research are the researchers themselves as the main instrument, form or list of questions for interviews, and forms for observation guidelines and record the results.

The analysis used in this study is the analysis of Miles and Huberman's model data. According to Miles and Huberman, "qualitative analysis is carried out interactively and continues continuously until it is complete so that the data is saturated". The qualitative data analysis procedures according to Miles and Huberman include data reduction, data display, conclusion: drawing / verifying (Upe Ambo: 2010).

FINDINGS AND DISCUSSION

The Dynamics of Market Space Digitalization

Technology in the modernization era is experiencing increasingly sophisticated developments. These developments have penetrated in various areas of community life, both in the social, economic, cultural, political, and other areas of community life. Along with the development of increasingly sophisticated technology, society is facilitated in matters of meeting the needs of life.

Giddens gives an explanation of the modernity of the four basic institutions, first, the existence of capitalist understanding marked by the production of commodities, the existence of privately owned capital, workers who do not have enough assets so that the wages of only laborers will be used up to fulfill relatively short needs, and the existence of class system with various characteristics. Second, the formation of industrialization by involving the use of mechanical power to produce goods. Third, there is the ability to control the movement of industrialism, and fourth, there is control over the means of production and production that is distributed for the purposes of imperialism (Ritzer: 2014).

Renewable technology in the realm of people's lives especially the economy has a significant influence on the productive and consumptive behavior of the community. Influence on people's productive behavior, with the presence of various technological features that are able to create conventional market space into a digital market, it makes it easy for people to produce goods that can be bought and bought easily.

On the other hand, the technological features of digital markets can also encourage the consumptive behavior of people towards goods that are sold freely. Technology that makes it easy for people to buy goods has a significant influence on people's attitudes that tend not to be able to distinguish between priority needs and secondary needs. This has resulted in the community not being able to manage the money capital they have to fulfill their daily needs.

The digitalization of market space is closely related to people's dependence on the function of social media. Many new social media in this era are being used by the public. Based on research conducted by Wearesocial Hootsuite in January 2019 Indonesian people who use social media reach 150 million or 56% of the total population in 2019. The number based on a survey conducted previously experienced an increase of 20% of social media users (databoks.katadata.co.id, access date: 08/02/2019). The percentage shows that people are starting to have a dependency on the function of social media, even the tendency of using social media to meet their needs and self-existence. This is also experienced by the consumption community that is the subject of research conducted by researchers at this time. Some informants admitted that their interest in using social media was due to the bargaining value of their ease of use, especially in meeting their daily needs while doing business online.

The dynamics of changes in the level of use of social media in society, encouraging the owners of capital more actively producing capital tools to take as much profit as possible. One of the representations of the business owners of capital is in the field of technology, namely the emergence of various access channels through the internet and the emergence of various types of social media packaging gadget types.

The culture of the use of the internet and social media gaged in Indonesia has spread in all circles of various social classes and ages. Research data states that Indonesian people who use the internet number 150 million users. While social media user types of mobile (gadget) are 130 million or around 48% of the population in 2019 (databoks.katadata.co.id, access date 08/02/2019). The data supports the results of research conducted by researchers using observation techniques, that at the study site shows the age of various social media users and the number of almost all subjects at the study site using social media. Social media users are known to be used by adolescents and adults for business needs as well as consumption of primary needs.

The number of internet and gadget users in Indonesian society is a great opportunity for technology experts to create digital spaces that can be easily used by the community to meet economic needs, such as clothing (clothing), food (food), boards (property). Representation of technological development in the

economy, one of which is the existence of digital market space in the form of a marketplace that is equipped with various features for buying and selling goods.

There are a number of marketplaces in Indonesia that are widely favored by the public to make it a space for buying and selling goods. In 2018 the Lazada marketplace was the first place to have the most visitors with 117.6 million visitors, then the second was Tokopedia with 117.3 million visitors, and the third was Bukalapak with 93.6 million visitors. Then followed by other marketplaces with millions of visitors (databoks.katadata.co.id, access date 18/04/2018). At the researcher's location, some online businesses use a marketplace that businesspeople can cover for their merchandise including description of merchandise, the goal being that consumers can find out the quality of the merchandise traded, in addition to these businesses also continue to run business in conventional markets.

Based on the number of visitors in each marketplace, reflecting the interest of the Indonesian people in the sale and purchase of goods meeting the needs of life through the utilization of digital market space. This has become a challenge for the community as traders in conventional markets. Conventional market traders who still use buildings must face market competition, namely with the digital market.

Increasingly lonely visitors in the conventional market as the results of the author's interviews with traders in the South Jakarta Sunday Market on July 9, 2019, one of which is quiet because consumers who become customers in conventional markets many switch to buying goods through the marketplace, a representation of the digital market.

Buying and selling activities in the digital market space are inseparable from various problems. Observing several marketplaces in Indonesia, there are still many problems found between actors in the digital market space. Especially there are still many complaints of consumers or buyers of goods that complain of the transaction of goods purchased. Some problems that are usually complained of are the incompatibility of goods sent with the selected buyer to buy, even though the buyer's money has been paid.

There are also many marketplace features in Indonesia that do not yet accommodate all the needs of traders and buyers. As there is no standardization of traders' operations when offering types of goods, prices of goods to the quality and quantity of goods offered to buyers. Some other features that are rarely available are features to bargain the price of goods from the buyer to the seller, so that the price of goods is produced according to the agreement of both parties.

Marketplace operational features to determine the legality of goods offered by traders to buyers are also rarely displayed. In addition, there are still many traders in the digital market who describe or provide information that the goods offered meet *halal* requirements. It should also be noted that the economic activity sector can be said to be legal according to Alejandro Portes that among these activities there must be an official record in a legal entity as a permit to carry out economic activities such as the transaction of goods traded and then there are regulations that must be implemented.

Public Consumption in *Halal* Products in the Digital Market

Consumptive culture of Indonesian people in the era of digitalization is increasing. One factor is the increase in consumption because more and more modern market spaces, including the emergence of a digital market that offers various types of fulfillment of community needs. The group with the highest consumption level is household consumption expenditure. Based on survey data that the level of household consumption in Indonesia in 2019 will contribute 56.82% of Gross Domestic Product (databoks.katadata.co.id, access date 6/5/2019). Community needs and market suggestions in offering types and prices of goods trigger the level of public consumption. At the research location, it is known that the consumption community is more likely to see the price of goods rather than the quality of goods. In the season of warehouse cleaning and discounted offerings, the number of buyers has increased from usual. This situation is more common in secondary and tertiary business needs such as fashion and beauty.

In the thinking of Pierre Bourdieu, it is stated that the community will take action if there are habits that are formed, have capital, and the right domain (Richard Harker, et al: 2009). The habits in this case study are the habits of the consumption people who are always encouraged to meet the basic, secondary and tertiary needs of life. While the capital in question is the economic capital owned by the consumption community, then the realm or area is a market that provides free space for the consumption community to carry out economic activities.

In connection with the consumption culture of modern society, Jean Baudrillard explained that there is a subject that is problematic in presupposing reality, explaining that a subject can exert influence on the existence and significance of people's culture (Jean Baudrillard, 2013:86). Sometimes in the culture of excessive public consumption (over) can become a collapsed culture, the community acts as a consumer not only to fulfill primary needs, but also for self-existence and represent social stratification that is built based on consumption lifestyles. This is what makes crisis representation in the culture of modern society.

Household consumption patterns in the digital market need to be considered. Do people buy products from the digital market / marketplace just because it is easy and fast to order goods, or does the public also pay attention to the *halal* performance of the products offered. Although in the majority of marketplace features many do not describe the goods offered to meet *halal* requirements or not, consumers who don't want to be disadvantaged should also be careful about buying goods.

The culture of modern society in consuming goods in the digital market space has become a habituation to not take into account matters that should be calculated and understood, such as the *halal* of goods purchased, legality, fulfillment of society in transacting based on law and religion. Some factors that change the consumption culture of society include the existence of various tempting advertisements, price discounts, and ease of shopping in the digital

market space. In this regard, Pierre Bourdieu's idea of seeing the issue of cultural capital formed in society is indeed changing, then becoming a habituation in people's lives (ed. Mudji Sutrisno, Hendar Putranto: 2005).

In connection with the determination of the Indonesian Ulema Council (MUI) in determining products that meet the *halal* requirements, there are several considerations and the basis by which the MUI is to issue a fatwa. Some of these considerations, namely:

1) That food, drinks, medicines, cosmetics, etc. that will be consumed or used by Muslims must be considered and convinced of their *halal* and holiness; 2) That food products, beverages, medicines, cosmetics and others which are processed products are often doubtful of their *halal* or purity; 3) Whereas therefore, processed products (according to the product that was deceased for *halal* testing) for which examination, research, discussion, and evaluation have been conducted in a Fatwa Commission meeting with LP.POM MUI, Fatwa Commission considers it necessary to determine *halal* status and sanctity to be used as a guide by the people (Majelis Ulama Indonesia: 2000).

CONCLUSION

The rapidly changing dynamics of technology and information have an impact on the existence of conventional market spaces. Where the market was in the form of a building, the era of digitization has transformed the market into a form of digital space. Many digital markets in Indonesia are displayed in the form of applications that can be easily accessed by the public. The intended application is a marketplace that provides various seller facilities for buying and selling with consumers. Various features of the marketplace as a digital market contain many product offerings offered to consumers. Being dilemmatic when features in the marketplace or digital market space are not met as they should, even if there is no standardization of the company marketplace for traders when offering merchandise, the most disadvantaged are the consumers as consumers. In connection with the still shortcomings encountered in the digital market space, there needs to be special attention from the government as policy maker, researchers and socio-economic practitioners in discussing the issue of digital market space.

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