

IMPLEMENTATION OF THE SALAM AGREEMENT IN INCREASING SALES

Hadi¹, Ahmad Munajim², Dede Abdurohman³, Fidy Arie Pratama⁴

^{1,2,3,4}Universitas Islam Bunga Bangsa Cirebon

Email: hadicirebon@gmail.com

Received: 2023-07-30; Accepted: 2023-08-16; Published: 2023-09-30

ABSTRAK

Penelitian ini membahas tentang implementasi akad salam dalam meningkatkan penjualan di Toko Putri Alesha Collection Cirebon. Latar belakang penelitian ini adalah adanya media teknologi yang semakin canggih, kegiatan jual beli secara tidak langsung dapat dilakukan dimanapun dan kapanpun dengan menggunakan gadget atau telepon genggam. Jual beli secara online memiliki kemiripan dengan jual beli pesanan yang disebut dengan salam. Penelitian ini bertujuan untuk mengetahui pelaksanaan akad salam di Toko Putri Alesha Collection Cirebon, untuk menganalisis bagaimana akad salam dapat meningkatkan penjualan di Toko Putri Alesha Collection Cirebon, dan mengetahui apa saja yang menjadi kendala dan bagaimana solusinya dalam menjalankan akad salam untuk dapat meningkatkan penjualan di toko Putri Alesha Collection Cirebon. penelitian ini merupakan jenis penelitian kualitatif dengan tipe penelitian kualitatif deskriptif, dan dengan desain penelitian wawancara terpancang. Data yang digunakan dalam penelitian ini adalah data primer dan data sekunder. Teknik pengumpulan data menggunakan teknik wawancara, observasi, dan dokumentasi. Penulis menggunakan triangulasi sumber untuk memeriksa keabsahan data. Teknik analisis yang digunakan dalam penelitian ini adalah dengan menggunakan model Milles dan Huberman yaitu pengumpulan data, reduksi data, penyajian data, penarikan kesimpulan. Selanjutnya pelaksanaan akad salam di Toko Putri Alesha Collection Cirebon sudah sesuai dengan konsep akad salam, diantaranya menjelaskan spesifikasi produk, pembayaran yang dilakukan di awal, dan penyerahan sesuai waktu dan tempat yang telah disepakati, dengan adanya akad salam dalam transaksi jual beli di toko tersebut. Putri Alesha Collection Cirebon transaksi lebih efisien dan dapat meningkatkan penjualan serta saling menguntungkan bagi penjual dan pembeli. Keterlambatan update ketersediaan produk sebagai penyampaian spesifikasi produk pada akad salam menjadi kendala dalam menjalankan akad salam untuk dapat meningkatkan penjualan di Toko Putri Alesha Collection Cirebon.

Kata Kunci: *Salam, Akad, Peningkatan Penjualan*

ABSTRACT

This research discusses the implementation of the salam contract in increasing sales at the Putri Alesha Collection Cirebon Store. The background of this study is the existence of increasingly sophisticated technological media, buying and selling activities that can indirectly be carried out anywhere and anytime using gadgets or cellular phones. Buying and selling online has similarities with buying and selling orders called greetings. This study aims to determine the implementation of the salam contract at the Putri Alesha Collectoin Cirebon Store, to analyze how the salam contract can increase sales at the Putri Alesha Collection Cirebon Store, and find out what are the obstacles and how the solution is in carrying out the salam contract to be able to increase sales at the Putri Alesha Collection Cirebon store. This research is a type of qualitative research with a descriptive qualitative research type, and with a centralized interview research design. The data used in this study are primary data and secondary data. Data collection techniques using interview techniques, observation, and documentation. The author uses source triangulation to check the validity of the data. The analysis technique used in this study is to use the Milles and Huberman model, namely data collection, data reduction, data presentation, drawing conclusions. Furthermore, the implementation of the salam contract at the Putri Alesha Collection Cirebon Store is in accordance with the concept of the salam contract, including explaining product specifications, payment made in advance, and delivery according to the agreed time and place, with the existence of a salam contract in a sale and purchase transaction at the store. Putri Alesha Collection Cirebon transactions are more efficient and can increase sales as well as mutually beneficial for sellers and buyers. The delay in updating product availability as a delivery of product specifications for the salam contract is an obstacle in carrying out the salam contract to be able to increase sales at the Putri Alesha Collection Cirebon Store.

Keywords: *Salam, Agreement, Increasing Sales*

INTRODUCTION

Humans as social beings in their lives need interaction, by interacting they can take and provide benefits. Humans always interact with each other to carry out economic transactions. Economic activities are not just designed to become creative economic people, but also to fulfill individual needs as well as the needs of the people as a whole. One of the practices of economic activity is buying and selling. with which they can get what they want.

Islam justifies trade, commerce, or buying and selling activities. But of course for people who run a trading business in Islam are required to use the rules that have been set. The aim of this rule is for a Muslim in his buying and selling activities, apart from making a profit, to also obtain the blessings and pleasure of Allah SWT in this world and the hereafter.

Buying and selling according to Islam is the exchange of goods between two or more people on a consensual basis, to have each other. By buying and selling, the seller has the right to own money legally, and the buyer has the right to own the goods he receives from the seller (Anisah, 2018).

According to (An-Nawawi) in al-majmu 'says "Buying and selling is the exchange of property for property for ownership". Exchanging goods for goods or goods for money by relinquishing property rights on the basis of mutual consent.

One form of contract in buying and selling is the contract of buying and selling greetings. Sale and purchase of greetings is a contract of sale and purchase of ordered goods between buyers and sellers. The specifications and price of ordered goods must be agreed at the beginning of the contract, while payment is made in full in advance (Saprida, 2018).

The law of sale and purchase is valid if it is carried out in accordance with the conditions that have been agreed at the time the transaction is carried out, both the quality of the goods, the quantity of goods, the price and the time of delivery of the goods even if seen from one aspect, the goods being traded are not there at the time of the transaction, but in buying and selling salam, the goods being traded are clear both in quantity and quality (Lu & Mukarromah, 2022).

With increasingly sophisticated technological media, indirect buying and selling activities can be done anywhere and at any time using gadgets or cellular phones by reducing traditional activities. This in the trading world is known as buying and selling online. Social media is the opening gate for a business to launch in cyberspace to reach a wider target market that is difficult to reach in the real world because it has a speed effect in disseminating information. This is one of the advantages that can be obtained by utilizing social media (Sukarnoto et al., 2021).

Online buying and selling transactions are getting more and more attention from mobile phone users, apart from being caused by the public's need for fast, easy and practical service because people have wide latitude in choosing products, buyers can also directly choose the goods they need in the form of orders, so there is no need to meet face to face because buying and selling online is easier and more practical.

The activity of buying and selling online orders was also adopted by the Alesha Putri Collection Store. The Putri Alesha Collection Cirebon store sells its products through e-commerce, including using online applications such as Whatsapp, Facebook, Shopee, Tokopedia, Lazada and Tiktok. This e-commerce method is used because it is easy to reach for all groups and has a wide market share.

METHOD

The research approach used in this study is a qualitative approach. Qualitative research is research that uses qualitative data (data in the form of data, sentences, schematics, and pictures). This method is also referred to as an artistic method, this is because the artistic research process is more artistic (less patterned) and is also referred to as a more complete research data interpretation method regarding the interpretation of data found in the field (Sari et al., 2022).

The type of research used in this research is descriptive qualitative research. Descriptive qualitative research focuses on ontological activities. The data collected is mainly in the form of words, sentences or images that have meaning and are able to stimulate more real understanding than just numbers or frequencies. Researchers emphasize notes with detailed, complete, in-depth sentence descriptions that describe the actual situation to support data presentation (Nugrahani & Hum, 2014).

The research design used in this research is centralized interviews. Centralized interviews aim to obtain information by means of face-to-face questions and answers between the researcher (as an interviewer with or without using an interview guide) and the subject under study (Sujarweni, 2015).

RESULTS AND DISCUSSION

1. Implementation of the Greeting Agreement at the Putri Alesha Collection Store

This study found three main points in the implementation of the salam contract at the Putri Alesha Collection store, namely the delivery of product specifications, payment terms, and delivery of orders.

a. Submission of product specifications

The delivery of specifications for the robe is carried out by the Putri Alesha Collection shop to prospective customers by explaining in detail the color of the robe, model, size, and photos of the robe product. Submission of specifications for this robe is done with the aim of convincing prospective customers to be willing to buy it according to the desired specifications. This is in accordance with the definition of a salam contract according to (Saprida, 2018), namely a sale and purchase contract for ordered goods between a buyer and a seller. The specifications and price of the ordered goods must be agreed upon at the beginning of the contract, while payment is made in full in advance.

Provisions for submitting product specifications in buying and selling salam are also contained in the fatwa (DSN-MUI, 2000):

Conditions regarding goods:

1. The characteristics must be clear and can be recognized as debt.
2. The specifications must be explained.
3. The handover takes place later.
4. The time and place of delivery of goods must be determined based on an agreement.
5. The buyer may not sell the goods before receiving them.
6. It is not permissible to exchange goods, except for similar goods according to the agreement.

The object of the order must be able to be explained through its properties, where these characteristics must be able to distinguish the ambiguity that may exist in the object of the order. The customer must mention the properties, in order to determine the difference in the price of the ordered object (Amar, 1982).

From the discussion above, it can be concluded that in conveying the specifications of the goods sold by Putri Alesha Shop, they are in accordance with the provisions of the salam contract, namely the delivery of product specifications.

b. Order Payment Time

Payment transactions are carried out by the transfer method between bank accounts, shopeepay to bank accounts, or shopeepay to shopeepay by the buyer to the Putri Alesha Collection shop when the order has been mutually agreed upon and the product will be delivered by the Putri Alesah Collection shop. The time for payment of this order is in accordance with the fatwa (DSN-MUI, 2000) regarding the terms of payment for the salam contract:

- 1) Means of payment must be known in amount and form, either in the form of money, goods or benefits.
- 2) Payment must be made at the time the contract is concluded.

3) Payment may not be in the form of debt relief

According to Imam Syafi'i, it is not permissible to collect salaf, so he collects several things, which are paid for by the person who buys salaf. That it is not the name of the person who sells the Salaf to him so that he gives him what he is Salafing, before he separates from the person he is selling the Salaf to (Muhammad bin Idris Al-Syafi'i, 1993).

What this means is that in buying and selling by order or greeting, the buyer's capital must be paid at the time of the contract in cash before the buyer and seller part ways. If the customer surrenders the capital for buying salam after the two parties part ways, the sale and purchase agreement for salam is declared invalid.

It can be concluded that the payment provisions practiced by the Putri Alesha Collection Store are in accordance with the provisions of the greeting contract, namely that payment is made when the order is mutually agreed upon and the product will be sent.

c. Order Delivery

Delivery of orders by Toko Putri Alesha Collection to product orderers with a delivery address in accordance with the mutual agreement is carried out after the orderer has made a payment transaction. Estimated delivery is one to three days for Java region and four to fifteen days for areas outside Java Island. Imam Shafi'i is of the opinion that there is no minimum time limit for handing over the object of the order, because Rasulullah Saw did not set a minimum period as a condition for the validity of buying and selling salam. The only condition mentioned is that the delivery time for the object of the order must be strictly stipulated (Az-Zuhaili, 2011).

According to the fatwa (DSN-MUI, 2000) the conditions for delivery of orders, the time and place of delivery of goods must be determined based on an agreement, the buyer may not sell the goods before receiving them, and may not exchange goods, except for similar goods as agreed.

Maliki madhhab scholars are of the opinion that the minimum time limit for handing over the object of sale and purchase of salam does not need to be determined, if the following conditions are met. First, the delivery of the ordered object is carried out in a certain area (other than the area where the contract is made) which is two days' drive from the place of contract. Second, the buyer and the seller or their representative must go directly to the area of delivery of the object of the order. Third, the seller or buyer can be represented must really go. Fourth, immediately submit the order capital in the assembly or not long after the contract ends. Fifth, the journey takes 2 days of travel and there are no strong winds (Az-Zuhaili, 2011).

Determining the place of delivery of the ordered object is a legal condition for buying and selling greetings according to Imam Shafi'i. The place of delivery of the ordered object must be stated at the time of the contract (Muhammad bin Idris Al-Syafi'i, 1993). Determining the place of delivery of the bay' salam object is carried out if the place of the contract is not suitable as a place of delivery of the object of the order or the place is suitable but requires costs to achieve it (Amar, 1982).

2. Greeting contracts increase sales at the Putri Alesha Collection Shop The practice of greeting contracts carried out by the Putri Alehsa Shop

Collection can be categorized as a response to technological developments which have changed online-based buying and selling activities with greeting contracts. According to (Sangadji, 2022), there are four types of sales, including the following:

- 1) Trade Selling is the sale of products (goods or services) through dealers or distributors. Manufacturers do not sell their products to final consumers themselves. Distributors are tasked with managing product sales to consumers.
- 2) Missionary Selling, where sellers or producers try to influence and persuade buyers to buy products from dealers appointed by the company.
- 3) Technical Selling is a technique that seeks to increase product sales by providing advice and suggestions to consumers. The seller's job is to identify the problems faced by consumers, then provide solutions from these problems by using the products offered by the company.
- 4) Responsive Selling is the seller's task of providing a reaction to the stimulus shown by the buyer or prospective buyer. Tasked with providing the best service so that consumers are satisfied.

With the existence of a salam contract in buying and selling transactions at the Putri Alesha Collection Store, transactions are more efficient and can increase sales as well as mutual benefits for sellers and buyers. This is because through online media, the salam contract offered by the Putri Alesha Collection Store can reach a wider market share, not only covering one city but can reach buyers all over Indonesia. (Reken et al., 2020) said that marketing through social media with the application of greetings had a positive and significant effect on increasing sales.

By using a greeting contract you can save time and make transactions more efficient. According to (Sedarmayanti, 2014) efficiency is a measure of the level of resource use in a process. The more economical or minimal use of resources, the more efficient the process is said to be. An efficient process is characterized by process improvements so that they become cheaper and faster.

3. Obstacles and solutions in carrying out the salam contract to be able to increase sales at the Putri Alesha Collection Store

In the salam contract transaction, there are conditions for submitting detailed product information, this information is intended to avoid elements of fraud and lead to an attitude of customer dissatisfaction. (Muhammad bin Idris Al-Syafi'i, 1993) said the object of the order must be explained through its properties, where these characteristics must be able to distinguish the ambiguity that may exist in the object of the order. The customer must mention the properties, in order to determine the difference in the price of the object ordered. In addition, by mentioning the properties of the ordered object in detail, it serves to avoid possible mistakes, confusion or fraud when the delivery time arrives. The submission of product stock information by Putri Alehsa Collection Store is not yet complete in accordance with the provisions of the salam contract due to the unavailability of product stock but in the product specification information there are still product stocks or there is a delay in product stock updates.

Maliki madhhab scholars are of the opinion that it is permissible in law to enter into a sale and purchase contract of salam on all types of goods, both those which can be explained by certain characteristics or not. But with the condition that the object of the order must be able to explain the type, type and amount (Az-Zuhaili, 2011). To find out the number of ordered objects, it can be done by weighing for objects that are weighed, by measuring for objects that are measured, by being measured for objects that are measured, by being counted for objects that are counted or by characterizing for objects that cannot be weighed, measured, or counted. al- Kilabi, n.d.).

Since the discrepancy in the delivery of specifications for the number of products is an obstacle in carrying out the salam contract to be able to increase sales at the Putri Alesha Collection Store, there are two solutions that can be implemented, namely adding product stock according to the number of items ordered and updating product stock inventory regularly, periodically. According to Sofjan Assauri (2008; 169) Inventory is a number of products provided to meet requests from components or subscriptions at any time.

CONCLUSION

The implementation of the salam contract by Putri Alesha Collection Store is in accordance with the concept of the salam contract, including explaining product specifications, payment made in advance, and delivery according to the time and place agreed upon. However, in the delivery of product specifications, there are still some that are not in accordance with the salam contract, namely the discrepancy in the delivery of specifications for the number of products.

The greeting contract increases sales at the Putri Alesha Collection Shop. With the salam contract, the buying and selling transactions at the Putri Alesha Collection Store make transactions more efficient and can increase sales as well as mutual benefits for sellers and buyers. This is because through online media, the salam contract offered by Putri Alesha Collection Stores can reach a wider market share, not only covering one city but can reach buyers all over Indonesia.

Lack of stock and delays in updating product availability as a delivery of product specifications for the salam contract are obstacles in carrying out the salam contract to be able to increase sales at the Putri Alesha Collection Store.

REFERENCES

- Abubakar, R. (2021). Pengantar metodologi penelitian. Suka Press. Afandi, M. Y., & Nvbnmbi, M. A. (n.d.). Fiqih Muamalah.
- Ahmad, S. (2018). Fiqih Jual Beli. Jakarta Selatan: Rumah Fiqih Publishing.
- AK, W. W., & ZA, T. (2015). Metodologi penelitian kualitatif & grounded theory. FTK Ar-Raniry Press.
- Al-Ansari, M. I. A. I. (n.d.). Zakariyya. tt. Fath Al-Wahab.
- ammad Ibn Ahmad Ibn Juzayyi., al-Qawanin al- Fiqhiyyah. Bairut: Dar al-Fikr, t.th.
- Amar, I. A. (1982). Terjemah Fathul Qarib. Jakarta: Penerbit Muara Kudus.
- An-Nawawi, S. (n.d.). Tt Al-Majmu Syarah al-Muhadzab. Jeddah: Maktabah Al- Irsyad.
- Anisah, Y. (2018). Praktek Jual Beli Salam pada Perdagangan Ikan Asin Perspektif Ekonomi Islam. IAIN Metro, Skripsi.

- Antonio, M. S., & Syariah, B. (2015). *Perbankan Syariah dari Teori ke Praktik*, Cet. Ke-25, Jakarta: Gema Insani.
- Ayu, W. R. (2020). *Strategi Pemasaran Dalam Meningkatkan Penjualan Pada Toko Bag Corner Ponorogo*. IAIN Ponorogo.
- Az-Zuhaili, W. (2011). *Fiqih Islam wa adillatuhu*, terj. Abdul Hayyie Al-Kattani, Dkk, Jakarta: Gema Insani.
- Ahmad bin Idris Al-Syafi'i, M. (1993). *Al-Umm*. Juz. I, IV, Beirut, Dar al-Kutb al-Ilmiyyah.
- Departemen Agama, R. I. (2018). *Al-Qur'an*. Dan Terjemahnya.
- DSN-MUI. (2000). *Fatwa Dewan Syari'ah Nasional No: 05/DSN-MUI/IV/2000 tentang Jual Beli Salam*. Himpunan Fatwa DSN MUI, 1–4. <https://drive.google.com/file/d/0BxTI-INihFyzZ3JSZjFuRHN5MjA/view?resourcekey=0-GFms2sqm62qRmnyS9Qioeg>
- Ange, F, K. Ge. (2018). *Tinjauan Pustaka Dan Kerangka Pemikiran Bab II*. *Angewandte Chemie International Edition*, 6(11), 951–952., 12–65.
- Fathul Qarib Almuji. (n.d.).
- Fatimah, E. F. (2019). *Penerapan Akad Salam Dalam Transaksi Jual Beli Gabah (Studi Kasus di Desa Balerejo Kecamatan Balerejo Kabupaten Madiun)*. *Jurnal Justisia Ekonomika: Magister Hukum Ekonomi Syariah*, 3(1).
- Hamzah, A. (2019). *Metode Penelitian Kualitatif* (Malang: CV. Literasi Nusantara Abadi).
- Jannah, M. R. S. R. I. S. N. (2022). *Relevansi Akad Salam Terhadap Praktek Perdagangan Ikan Asin Dalam Meningkatkan Perekonomian Masyarakat: Studi Kasus di Daerah Teluk Nibung, Kota Tanjungbalai*. *Intelektiva: Jurnal Ekonomi, Sosial Dan Humaniora-Edisi Maret 2022*, 91– 111.
- Lexy, J. M. (2014). *Metode Penelitian Kualitatif*, cet. 30. Bandung: PT Remaja Rosdakarya.
- Milles, M. B., & Huberman, A. M. (2009). *Analisis Data Kualitatif* (penerjemah: Tjetjep Rohendi Rohidi). Jakarta: UI-Press.
- Mustofa, I. (2016). *Fiqih Muamalah Kontemporer*. Jakarta: Rajawali Pers.
- Mutmainah, S. (2021). *Analisis Akad Salam Pada Jual Beli Polybag dengan Sistem Cash On Delivery di UD Agrotani Desa Ampel Kecamatan Wuluhan Kabupaten Jember*. Universitas Islam Negeri Kiai Haji Achmad Siddiq Jember.
- Nasution, A. H. (2006). *Manajemen industri*. Yogyakarta: Andi Offset.
- Nugrahani, F., & Hum, M. (2014). *Metode penelitian kualitatif*. Solo: Cakra Books, 1(1), 3–4.
- Pratama, F. A., Hanan, A., Alirahman, A. D., Ridwan, M., & Fauziah, F. (2021). *Implementasi Marketing Syariah Dalam Upaya Meningkatkan Minat Beli Konsumen di Al-Bahjah Mart Pusat Kabupaten Cirebon*. *Ecopreneur: Jurnal Program Studi Ekonomi Syariah*, 2(2), 201-219.
- Rahman, A. A. (2017). *Penerapan Pendekatan Realistic Mathematic Education (RME) Pada Materi Statistika untuk Meningkatkan Pemahaman Konsep dan Prestasi Belajar Siswa*. *Genta Mulia*, 8(2), 1–12.
- Ramdhan, M. (2021). *Metode penelitian*. Cipta Media Nusantara.
- Reken, F., Modding, B., & Dewi, R. (2020). *Pengaruh Pemasaran Digital Terhadap Peningkatan Volume Penjualan Pada Ciputra Tallasa Jo Makassar*. *Tata Kelola*, 7(2), 142–153. <https://doi.org/10.52103/tatakelola.v7i2.144>
- Ri, A. (2016). *Kompilasi Hukum Ekonomi Syariah*. Mahkamah Agung. Rijali, A. (2019). *Analisis data kualitatif*. *Alhadharah: Jurnal Ilmu Dakwah*, 17(33), 81–95.

- Rivai, V. (2017). *Islamic Marketing*.
- Rizal, M., Grave, A. De, Saputra, dani nur, Mardianto, D., Sinthania, D., Hafrida, L., Bano, vidriana O., Susanto, E. E., Mahardhani, A. J., Amruddin, Alam, M. D. S., Lisyah, M., & Ahyar, D. B. (2022). Metodologi Penelitian Kualitatif. In *Angewandte Chemie International Edition*, 6(11), 951–952.
- Sabiq, S. (2017). *Fiqh Sunnah Jilid 1*. Republika Penerbit.
- Salim, M. (2017). Jual Beli Secara Online Menurut Pandangan Hukum Islam. *Al Daulah: Jurnal Hukum Pidana Dan Ketatanegaraan*, 6(2), 371–386. <https://doi.org/10.24252/ad.v6i2.4890>
- Sangadji, E. M. (2022). *Salesmanship (kepenjualan)*. Bumi Aksara.
- Saprida, S. (2018). Akad Salam Dalam Transaksi Jual Beli. *Mizan: Journal of Islamic Law*, 4(1), 121–130. <https://doi.org/10.32507/mizan.v4i1.177>
- Stefanus, S., & Ridwan, M. (2022). Analisis Strategi Marketing Syariah Untuk Meningkatkan Omset Penjualan Pada Era Globalisasi di Toko Emas Pantas Sindang Laut Kabupaten Cirebon. *Change Think Journal*, 1(01), 87-95.