

ABSTRAK

Penelitian skripsi ini bermula dari perkembangan teknologi saat ini yang memaksa manusia untuk selalu melakukan inovasi, termasuk dalam jual beli. Salah satu bentuk jual beli yang lahir akibat munculnya jaringan internet yaitu jual beli *online* seperti *online shop Varacase.id* yang terletak di kota Palembang. Kota Palembang merupakan suatu kota dengan sebagian besar masyarakatnya beragama Islam dan semestinya mengenal istilah *khiyar*. Kenyataan terjadi beberapa kasus jual beli *online* bahwa terjadi ketidakadilan dalam hak pilih (*khiyar*) antara penjual dan pembeli sehingga berdampak terhadap penjualan (*omset*). Rumusan masalah dalam penelitian ini adalah 1) Bagaimana mekanisme penerapan hak *khiyar* jual beli *online case custom @varacase.id*? 2) Bagaimana pengaruh penerapan hak *khiyar* jual beli *online* terhadap penjualan *case custom @varacase.id*? 3) Bagaimana solusi dari penerapan hak *khiyar* pada jual beli *online* terhadap penjualan *case custom @varacase.id*?

Jenis penelitian ini adalah penelitian lapangan yang bersumber dari data primer dan sekunder. Pengumpulan data melalui observasi, wawancara, dan dokumentasi. Dalam teknik analisis data dilakukan deskripsi kualitatif adalah deskripsi secara sistematis, faktual, dan akurat dengan analisis, reduksi, penyajiannya data, dan penarikan kesimpulan.

Berdasarkan hasil pengumpulan data, maka dapat disimpulkan bahwa mekanisme penerapan hak *khiyar* pada jual beli *online case custom varacase.id* adalah hak *khiyar* dimulai saat pembeli melakukan komunikasi atau tanya-tanya dengan penjual. Praktik hak *khiyar* di *online shop varacase.id* baik penjual maupun pembeli telah memahami konsep dasar *khiyar* (hak pilih). *Online shop varacase.id* telah menerapkan hak *khiyar* sesuai dengan teori *khiyar* dalam Islam, tetapi terdapat satu jenis *khiyar* yang belum diterapkan secara sempurna yaitu *khiyar ru'yah*. Sedangkan, *khiyar majelis*, *khiyar 'aib*, *khiyar syarat*, dan *khiyar ta'yin* telah diterapkan sesuai dengan syariat Islam antara kedua pihak. Dampak yang ditimbulkan dari penerapan hak *khiyar* pada jual beli *online* terhadap penjualan *case custom varacase.id* bahwa hanya 2% (sekitar 10 orang) yang mengajukan komplain atau hak *khiyar* tersebut sehingga tidak mempengaruhi secara signifikan terhadap penjualan *case custom* pada *online shop varacase.id*.

Kata Kunci: *Khiyar, Jual Beli Online, Penjualan, Case Custom.*

ABSTRACT

This research stems from current technological developments that force humans to always innovate, including buying and selling. One form of buying and selling that was born due to the emergence of the internet network is buying and selling online such as the online shop Varacase.id which is located in the city of Palembang. The city of Palembang is a city where are Muslim and should be familiar with the term *khiyar*. The fact is that there are several cases of buying and selling online that there is an injustice in voting rights (*khiyar*) between the seller and the buyer so that it has an impact on sales (turnover). The formulation of the problem in this study is 1) What is the mechanism for implementing the *khiyar* rights to buy and sell custom cases online @varacase.id? 2) How does the application of online buying and selling *khiyar* rights affect the sale of custom cases @varacase.id? 3) What is the solution of the application of *khiyar* rights in online buying and selling against the sale of custom cases @varacase.id?

This type of research is a field research sourced from primary and secondary data. Collecting data through observation, interviews, and documentation. In the data analysis technique, qualitative description is carried out, namely a systematic, factual, and accurate description with analysis, reduction, presentation of data, and drawing conclusions.

Based on the results of data collection, it can be concluded that the mechanism for implementing *khiyar* rights in online buying and selling of custom cases varacase.id is *khiyar* rights starting when the buyer communicates or asks questions with the seller. Online shop varacase.id has implemented *khiyar* rights in accordance with *khiyar* theory in Islam, but one type of *khiyar* that has not been implemented perfectly, namely *khiyar ru'yah*. Meanwhile, the *khiyar* majlis, *khiyar 'aib*, *khiyar* conditions, and *khiyar ta'yin* have been implemented in accordance with Islamic economic between the two parties. The impact of the application of *khiyar* rights in online buying and selling on varacase.id custom case sales is that only 2% (about 10 people) file complaints or *khiyar* rights so that it does not significantly affect the sale of custom cases at the varacase.id online shop.

Keywords: *Khiyar, Buying and Selling Online, Sales, Case Custom.*