

THESIS

**The Effect of Promotion and Addiction Attitudes in the Use of Tiktok on
Impulse Buying Behavior Review of *Maslahah*
(Empirical Study of the Hamlet Community Butuh Sidowarno Wonosari)**



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2024 M/1446 H

**THE EFFECT OF PROMOTION AND ADDICTION
ATTITUDES IN THE USE OF TIKTOK ON IMPULSE BUYING
BEHAVIOR REVIEW OF *MASLAHAH*
(EMPIRICAL STUDY OF THE HAMLET COMMUNITY
BUTUH SIDOWARNO WONOSARI)**

**A THESIS
Present
In Partial Fulfilment of Requirements
To Complete the Licentiate Program
Department of The Law Of Islamic Economics
Faculty of Sharia**

By:

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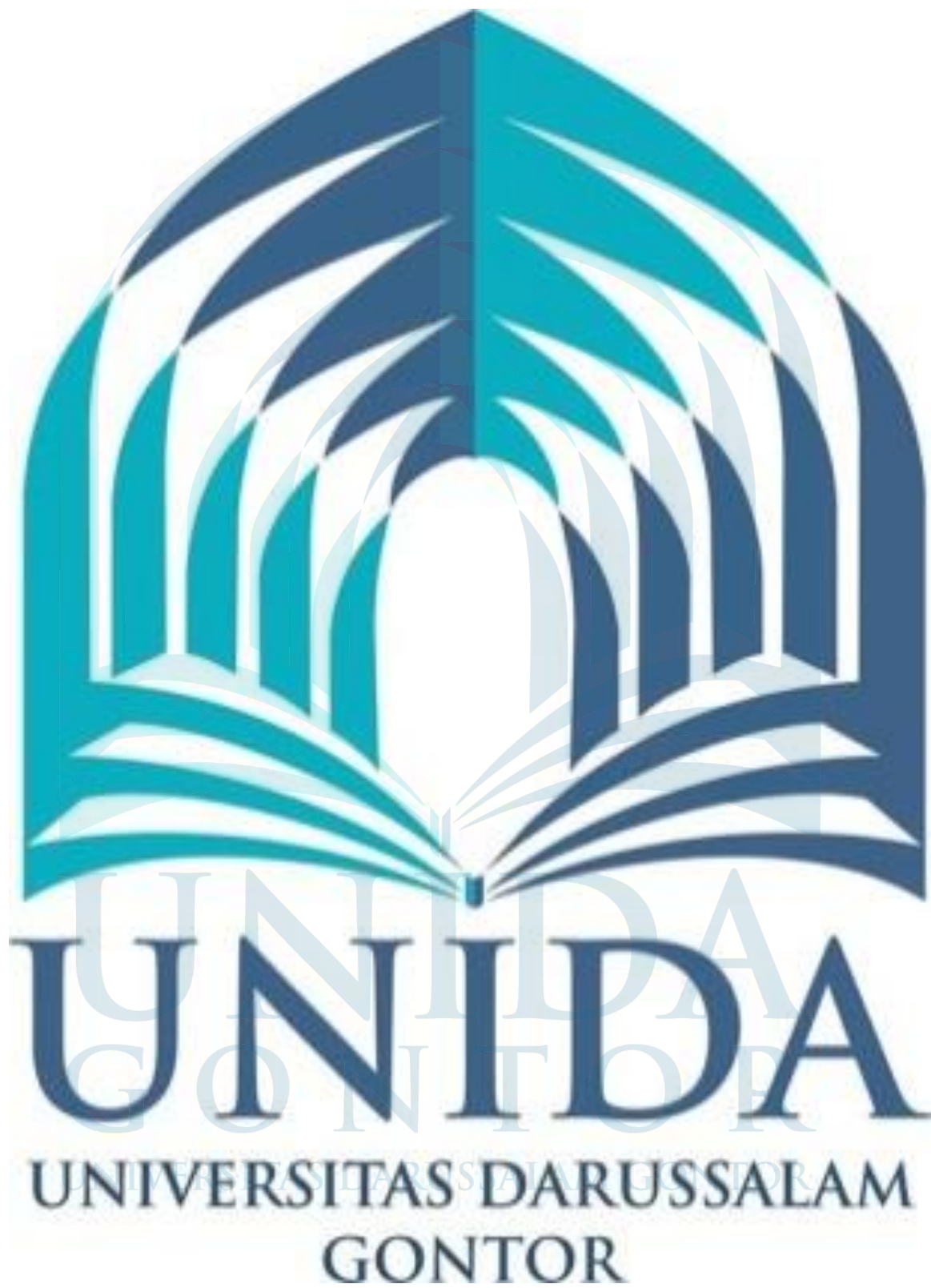
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ABSTRAK

Pengaruh Promosi Dan Sikap Adiksi Dalam Penggunaan Tiktok Terhadap Perilaku Impulse Buying Tinjauan Hukum *Maslahah* (Studi Empiris Masyarakat Dusun Butuh Sidowarno Wonosari)

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Aplikasi Tiktok adalah aplikasi dengan pengguna terbanyak di dunia juga di Indonesia yaitu 106,52 juta pengguna pada Oktober 2023 dan terus meningkat seiring berjalannya waktu. Dengan penawaran konten-konten yang menarik seperti promosi penjualan barang dan lainnya yang banyak menyebabkan kebanyakan penggunanya (terkhusus pada Masyarakat Dusun Butuh Sidowarno Wonosari) pada akhirnya tak bisa terlepas dari aplikasi tersebut atau dengan kata lain kecanduan dalam penggunaannya. Dengan fakta-fakta tersebut menunjukkan bahwa terdapat korelasi positif antara promosi dan sikap adiksi tersebut dengan perilaku impulse buying atau pembelian tanpa perencanaan dan ini menjadi suatu yang harus dihindari karena tidak memenuhi Hukum *Maslahah* dalam Islam.

Tujuan penelitian ini adalah untuk: 1) Mengetahui kemampuan pengaruh promosi terhadap perilaku impulse buying pada masyarakat Dusun Butuh Sidowarno Wonosari, 2) Mengetahui pengaruh sikap adiksi terhadap perilaku impulse buying pada masyarakat Dusun Butuh Sidowarno Wonosari, 3) Mengetahui kemampuan pengaruh promosi dan sikap adiksi terhadap perilaku impulse buying secara simultan, 4) Mengetahui apa aksi dari promosi dan sikap adiksi terhadap perilaku impulse buying pada masyarakat dusun butuh, 5) Mengetahui tinjauan hukum *Maslahah* terhadap promosi dan sikap adiksi yang mempengaruhi perilaku impulse buying.

Jenis penelitian ini adalah Mix Methods dalam penulisannya yaitu The Explanatory Sequential Design. Menggunakan aplikasi SPSS 25, Sampel yang diambil adalah 10% dari jumlah populasi keseluruhan dengan menggunakan rumus solvin yaitu berjumlah 100 orang. Data diambil menggunakan tes yang berbentuk kuosioner yang telah diuji validitas dan realibilitasnya untuk variabel x dan variabel y. Teknis analisis data yang digunakan adalah analisis data kuantitatif dalam konteks studi empiris dengan analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa: 1) Sikap Adiksi (X1) berpengaruh signifikan terhadap Perilaku Impulse Buying karena nilai signfikansi $0,016 < 0,05$. 2) promosi memiliki pengaruh positif terhadap perilaku *impulsive buying* pada aplikasi Tiktok, dibuktikan dengan nilai signifikansi pada variable promosi $0,000 < 0,05$. 3) Variabel Sikap Adiksi dan Promosi dapat mempengaruhi Perilaku Impulse Buying secara bersama-sama dengan nilai Sig. Sebesar 0,000 ($< 0,05$). Dengan begitu diketahui bahwa nilai *R Square* sebesar 0,742 atau sebesar 74% dan dapat disimpulkan bahwa sumbangan pengaruh Variabel Independen terhadap Variabel Dependen secara simultan (bersama-sama) sebesar 74% dan 26% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini. 4) Berdasarkan analisis yang dilakukan, dapat disimpulkan bahwa masyarakat Dusun Butuh mengalami kecanduan terhadap aplikasi TikTok karena sifatnya yang menghibur dan interaktif. Kecanduan ini diperparah dengan adanya strategi pemasaran yang agresif, seperti live shopping dan promosi berbasis algoritma, yang pada akhirnya mendorong perilaku impulse buying di kalangan masyarakat. 5) Sikap Adiksi yang dialami Masyarakat Dusun Butuh yang dikarenakan oleh Promosi pada Aplikasi Tiktok lebih banyak membawa kepada dampak negatif seperti pemborosan dan ketidakseimbangan finansial dengan begitu maka ini belum termasuk kedalam *Maslahah* yang ada dalam Hukum Islam

Kata Kunci: *Sikap Adiksi, Promosi, Perilaku Impulse Buying, Maslahah*

ABSTRACT

The Effect of Promotion and Addiction Attitudes in the Use of Tiktok on Impulse Buying Behavior Review of *Maslahah Law*

(Empirical Study of the Hamlet Community Butuh Sidowarno Wonosari)

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The Tiktok application is the application with the most users in the world as well as in Indonesia, which is 106.52 million users as of October 2023 and continues to increase as time goes by. With the offer of interesting content such as promotions, sales of goods and others that cause most of its users (especially in the Community of Butuh Sidowarno Wonosari) in the end cannot be separated from the application or in other words addicted to its use. These facts show that there is a positive correlation between promotion and the attitude of addiction with impulse buying behavior or unplanned purchases and this is something that must be avoided because it does not fulfill the Law of *Maslahah* in Islam.

The objectives of this study are to: 1) Determine the ability of promotion to influence impulse buying behavior in the people of Butuh Sidowarno Wonosari Hamlet, 2) To know the influence of addiction attitudes on impulse buying behavior in the people of Butuh Sidowarno Wonosari Hamlet, 3) To know the ability of the influence of promotion and addiction attitudes on impulse buying behavior simultaneously, 4) To find out what are the actions of promotions and addiction attitudes to impulse buying behavior in the hamlet community need, 5) Knowing the review of *Maslahah* law on promotions and addiction attitudes that affect impulse buying behavior.

This type of research is Mix Methods in its writing, namely The Explanatory Sequential Design. Using the SPSS 25 application, the sample taken was 10% of the total population using the solvin formula, which amounted to 100 people. The data was taken using a test in the form of a questionnaire that had been tested for validity and realism for the x variable and the y variable. The data analysis technique used is quantitative data analysis in the context of empirical studies with multiple linear regression analysis. The results of the study showed that: 1) Addiction attitude (X1) had a significant effect on Impulse Buying Behavior because of the significance value of $0.016 < 0.05$. 2) Promotion has a positive influence on *impulse buying* behavior on the Tiktok application, as evidenced by the significance value of the promotion variable $0.000 < 0.05$. 3) The Addiction and Promotion Attitude variables can affect Impulse Buying Behavior together with a Sig. value of $0.000 (<0.05)$. Thus, it is known that the *R Square* value is 0.742 or 74% and it can be concluded that the contribution of the influence of the Independent Variable on the Dependent Variable simultaneously (together) is 74% and 26% influenced by other variables that are not studied in this study. 4) Based on the analysis carried out, it can be concluded that the people of Dusun Butuh are addicted to the TikTok application because of its entertaining and interactive nature. This addiction is exacerbated by aggressive marketing strategies, such as live shopping and algorithm-based promotions, which ultimately encourage impulse buying behavior among the public. 5) The Addiction attitude experienced by the People of Butuh Hamlet which is due to the Promotion on the Tiktok Application leads to more negative impacts such as waste and financial imbalance, so this is not included in the *Maslahah* in Islamic Law.

Keywords: *Addiction Attitude, Promotion, Impulse Buying Behavior, Maslahah*

MOTTOES

﴿وَاتِ ذَا الْقُرْبَىٰ حَقَّهُ وَالْمِسْكِينَ وَابْنَ السَّبِيلِ وَلَا تَبْذُرْ تَبْذِيرًا ۝﴾

26. Give to his right of immediate relatives, and to the poor, and to those who are on the way. Do not squander (your wealth) extravagantly.

(Al-Isra': 26)

﴿يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالَكُم بَيْنَكُم بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِّنْكُمْ وَلَا تَقْتُلُوا أَنْفُسَكُمْ ۚ إِنَّ اللَّهَ كَانَ بِكُمْ رَحِيمًا ۝﴾

29. O you who believe, do not eat your neighbor's wealth in an unrighteous way, except in the form of business on the basis of mutual consent among you. Do not kill yourselves. Indeed, Allah is Most Merciful to you.

(An-Nisa': 29)

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ACKNOWLEDGMENTS

All praise be to Allah *Subhanahu wa Ta'ala*, Lord of all the worlds, the Most Gracious, the Most Merciful, who has bestowed life with all its blessings. May peace and blessings also be upon the Prophet Muhammad *Shallallahu 'Alaihi wa Sallam*, for the teachings he has brought and for being an *uswah hasanah* (noble example) for us, his followers.

The researcher fully acknowledges that this research would not have been possible without the help, guidance, direction, motivation, and contributions. Therefore, with immense gratitude and humility, the researcher intends to extend the highest appreciation and deepest thanks to:

1. The Head Masters of Darussalam Gontor Modern Islamic Institution, K.H. Hasan Abdullah Sahal, Prof. Dr. K.H. Amal Fathullah Zarkasyi, M.A., and Drs. K.H. M. Akrim Mariyat, Dipl.A.Ed. have allowed the researcher to study and grow better at the University of Darussalam Gontor.
2. The Rectors of University of Darussalam Gontor, Prof. Dr. K.H. Hamid Fahmy Zarkasyi, M.Ed., M.Phil., Dr. H. Abdul Hafidz Zaid, M.A., Dr. Setiawan bin Lahuri, M.A., Dr. Khoirul Umam, M.Ec., and Royyan Ramdhani Djayusman, Ph.D.
3. Al-Ustadz Assoc.Prof Dr. Imam Kamaluddin, Lc. M.Hum. As Dean of the Faculty of Sharia of Darussalam Gontor University.
4. Al-Ustadz Supervisor Mohammad Syifa urrosyidin who has provided extraordinary direction, guidance, and support during the process of preparing this thesis. Thank you for your patience, attention, and knowledge that you have given me.
5. *Asatidz* or *Ustadzat* Examiners who have provided constructive input and criticism to improve the quality of this thesis.
6. My Lovely Parents Nor Hasan and Khoriyah, who have always provided prayers, affection, and moral and material support throughout my study journey. Thank you for all the sacrifices and trust that has been given to me. and this thesis becomes an intermediary for prayers for their recovery.
7. My Family, who always support me in my study in this merciful place.

8. My classmates and friends, thank you for your togetherness, support, and encouragement. Especially to my friends Virtuous GP3, who always accompany and help in every step in the preparation of this thesis.
9. All PSS staff, who have assisted in the administration and provided good service during the process of preparing this thesis.
10. All the parties that I cannot mention individually, who have provided valuable support and assistance in various forms. I really appreciate the contribution that has been made.

Hopefully the kindness and assistance given to me will be repaid appropriately and become a blessing for all of us.

Finally, I realized that this thesis is still far from perfect. Therefore, constructive criticism and suggestions are very much expected for the improvement of this work in the future.

Mantingan, January 15 2025

Researcher


Rihan Nurulaini

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DECLARATION

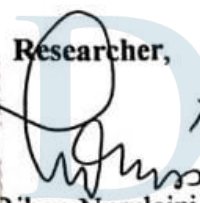
I, hereby,

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I sincerely declare that this thesis belongs to my work and not to other researchers for a different degree. Furthermore, this thesis is never published before, except for some parts with their original references.

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SUPERVISOR DECISION LETTER

Honourable to

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Bismillahirrahmanirrahim

Assalamua'alaikum Warahmatullah Wabaraktuh

I present this thesis written by

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Hamlet Commuity Butuh Sidowarno Winosari)

It has been processed and corrected to meet the practical requirement to obtain the Bachelor's Degree (S1) in the Islamic Economic Law Department, Sharia Faculty University of Darussalam Gontor. Therefore, we hope this thesis could be examined.

Hopefully, this thesis will be useful for religion, nation, and the development of an educational institution

Wassalamu'alaikum Warahmatullahi Wabarakatuh

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January 12th, 2025 M

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Mohammad Syifa urrosyidin, S.E.I., M.Pd

NIY,.....

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DECISION OF THE TEAM

The committee of the thesis examination in partial fulfilment of the requirements for the degree of Licentiate in Islamic Education in the Faculty of Sharia, University of Darussalam Gontor, Indonesia, declared that the thesis written by:

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Has been examined by the board of examiners of the Bachelor's Degree (S1) on Department of Islamic Economic Laws Faculty of Sharia University of Darussalam Gontor on Saturday, 8th of February 2025.

The board of examiners has decided to grant him/her pass in the thesis examination. Hence, he/she is eligible to be awarded the degree of Licentiate in Islamic Economic Laws in the Faculty of Sharia.

**Board Examiner
Supervisor**



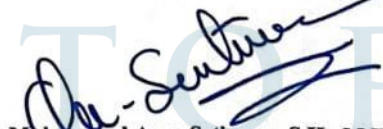
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Bismillahirrahmanirrahim

Assalamu 'alaikum wr. wb.

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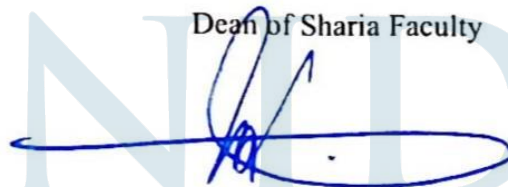
In partial fulfillment of the requirement for the degree of Licentiate in Islamic Economic Laws in the Faculty of Sharia, academic year 1445-1446/2024-2025.

Wassalamu 'alaikum wr. wb

UNIDA, Sya'ban 24th, 1446 H

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