



## MARKETING STRATEGY OF *GHARAR* BUSINESS SCHEMES: Mystery Box on E-Commerce Shopee Platform

Nur Rizqi Febriandika\*, Nabila Putri Tsany\*\*, Tipmanee Sriplod\*\*\*

\*,\*\* Faculty of Islamic Religion, Universitas Muhammadiyah Surakarta, Indonesia

\*\*\*Faculty of Economic, Maejo University, Thailand

e-mail: \*[nrf679@ums.ac.id](mailto:nrf679@ums.ac.id), \*\*[nabilaputrits@gmail.com](mailto:nabilaputrits@gmail.com) \*\*\*[tipmanee1993@gmail.com](mailto:tipmanee1993@gmail.com)

### ABSTRACT

Mystery box sale and purchase have developed into a fraudulent area, the prices and goods obtained are not appropriate, so consumers feel at a loss. This study aims to determine the marketing strategy and sales mechanism of the mystery box. The research method used in this research is descriptive qualitative with the type of research used in this study being observation by examining mystery box products in Shopee. Based on the results of the analysis carried out on the Shopee application, two types of keywords were found. The first keyword is the Mystery Box and the second keyword is the "Misteri Box" both have different product categories. There are ±27,000 products entitled mystery box and ±14,678 products with the name mystery box. So, it can be concluded that most of the sellers use titles with the keyword "mystery box". Mystery box on the Shopee site can be categorized as a marketing strategy that uses marketing segmentation without differentiating the market (Undifferentiated Marketing) and targeting in the form of full market coverage/mass market targeting.

### ABSTRAK

Jual beli mystery box berkembang menjadi sebuah lahan penipuan, harga dan barang yang didapat tidak sesuai sehingga konsumen merasa rugi. Penelitian ini bertujuan untuk mengetahui strategi marketing dan mekanisme penjualan dari mystery box. Metode penelitian yang digunakan dalam penelitian ini adalah kualitatif deskriptif melalui pendekatan observasi pada produk mystery box yang ada di Shopee. Berdasarkan dari hasil analisis yang dilakukan pada aplikasi Shopee ditemukan dua jenis kata kunci, pertama adalah "Mystery box" dan kata kunci kedua adalah "Misteri Box". Keduanya memiliki kategori produk berbeda. Hasil penelitian menunjukkan bahwa terdapat 27.000 produk yang muncul jika menggunakan kata kunci "mystery box" dan terdapat terdapat 7.000 produk jika menggunakan kata kunci "misteri Box". Sehingga, dapat disimpulkan jika kebanyakan dari penjual lebih banyak menggunakan judul dengan kata kunci "mystery box". Strategi pemasaran produk mystery box di Shopee dapat dikategorikan sebagai strategi marketing yang menggunakan segmentasi pemasaran tanpa membedakan pasar (*Undifferentiated Marketing*) dan *targeting* berupa cakupan pasar penuh (*full market coverage/mass market targeting*).

### ARTICLE HISTORY

Received 13 April 2022

Accepted 15 June 2022

### KEYWORDS

Marketing Strategy; E-commerce; Mystery box; *Gharar*.



## Introduction

Business is a transaction activity that includes selling goods or services to consumers or other parties for the purpose of profit.<sup>1</sup> Economic activity, in general, continues to develop, going back to the time of the Prophet Muhammad, continuing to the time of the *Khulafaurrasyyidin*, followed by classical economists and even contemporary economists.<sup>2</sup> In Indonesia, the Islamic economy continues to develop to compete with the conventional economy and is a concern because Indonesia is a country with the largest Muslim population.<sup>3</sup>

In ancient times, economic activity or buying and selling took the form of barter or exchanging goods; this activity is still carried out today in isolated tribes or inland areas.<sup>4</sup> Buying and selling is an activity of exchanging goods or services on a consensual basis.<sup>5</sup> In Islam, buying and selling can be interpreted as the exchange of an item to get another item or ownership of an item that is paid for with compensation or *iwad*; buying and selling has a very important position in Islam. This can be seen by the rules and prohibitions written in al-Islam. The Qur'an deals with the pillars and conditions of buying and selling in Islam.<sup>6</sup> Buying and selling is part of worship that aims to create the welfare of the people. Allah says in Surah QS. An-Nisa' 4: Verse 29.

"يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْأَسْوَأِ الَّذِي آتَىٰكُمْ وَلَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبُطْحَانِ الَّتِي آتَىٰكُمْ وَلَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْأَسْوَأِ الَّذِي آتَىٰكُمْ وَلَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبُطْحَانِ الَّتِي آتَىٰكُمْ"

Over time, technology has undergone major changes, and this has an impact on all circles, including entrepreneurs.<sup>7</sup> Buying and selling have changed where sellers and buyers are not required to meet in person. Technology makes buying and selling transactions that it can be done via mobile phones or can be said to be buying and selling online.<sup>8</sup> This is because now almost everyone has a mobile phone that provides access to social media, the internet, e-mail, and marketplaces. Buyers and sellers are not required to meet in person and face to face, but it can be done through their respective homes using social media and E-commerce applications.<sup>9</sup>

<sup>1</sup> Azhar Alam et al., "Halal Fashion Business Marketing by Using Endorsement and Paid Promote Amid a Pandemic," in *Proceedings of the 5th International Conference on Islamic Studies (ICONIS) 2021*, 2021, 343–58.

<sup>2</sup> Dita Anis Zafani and Moh Musfiq Arifqi, "Cashless Society on GoPay : An Islamic Economic Perspective," *Journal of Islamic Economic Laws* 3, no. 2 (2020): 141–58.

<sup>3</sup> Azhar Alam, "Perkembangan Ekonomi Islam : Perspektif Filosofis," in *Proceeding of International Conference On Islamic Epistemology, Universitas Muhammadiyah Surakarta, May 24th, 2016*, vol. 5, 2016, 63–68.

<sup>4</sup> Andi Mardiana, "Uang Dalam Perpekstif Dalam Ekonomi Islam," *Jurnal UIN Jakarta* 10, no. 2 (2014): 91–109.

<sup>5</sup> Kristianto Dwi Estijayandono, "Etika Bisnis Jual Beli Online Dalam Perspektif Islam," *Jurnal Hukum Ekonomi Syariah* 3, no. 1 (2019): 53–68, <https://doi.org/10.26618/j-hes.v3i1.2125>.

<sup>6</sup> Siti Mujiatun, "Jual Beli Dalam Perspektif Islam : Salam Dan Istisna'," *Jurnal Riset Akuntansi Dan Bisnis* 13, no. September (2013): 202–16.

<sup>7</sup> Dhita Widya Putri and Maulida De Mormes, "Analisis Strategi Perencanaan Pesan Pada Akun Instagram E-Commerce @thekufed," *Communicology: Jurnal Ilmu Komunikasi* 4, no. 1 (2016): 94–110, <https://doi.org/10.21009/communicology.041.06>.

<sup>8</sup> Amanda Mastisia Rakanita, "Pemanfaatan E-Commerce Dalam Meningkatkan Daya Saing Umkm Di Desa Karang Sari Kecamatan Karangtengah Kabupaten Demak," *Jurnal Ekbis* 20, no. 2 (2019): 1280, <https://doi.org/10.30736/ekbis.v20i2.237>.

<sup>9</sup> Muhammad Darwin, "The Effect of Communication Strategy in Marketing 4.0 to Purchase Decision Through Brand Advocacy in Shopee E-Commerce," [Http://Journal.Stiemb.Ac.Id/Index.Php/Mea/Article/View/482](http://Journal.Stiemb.Ac.Id/Index.Php/Mea/Article/View/482), no. 2 (2020): 375–96, <http://journal.stiemb.ac.id/index.php/mea/article/view/482>.



There are many products that are sold in the Online Buying and Selling application or what is commonly referred to as E-commerce. E-commerce is interpreted as a web page on the internet that can be used as a place for trading activities to take place.<sup>10</sup> *E-commerce itself has been known in Indonesia since 1996 with the emergence of the first online buying and selling site called [www.sanur.com](http://www.sanur.com).*<sup>11</sup> In 2016, e-commerce became one of the main drivers of the economy in Indonesia, as seen from the graph of the growth in the use of e-commerce which continues to increase every year.<sup>12</sup> The development of e-commerce is influenced by the development of information technology that exists today. The e-commerce market is lucrative land for people who can see the potential that is obtained in the future.<sup>13</sup> There are many items sold in e-commerce. One of the objects sold in e-commerce is a mystery box, or it can be interpreted as an activity of exchanging goods whose form is not known with certainty and is wrapped in a box.<sup>14</sup> *Mystery boxes are sold at affordable prices and contain various items, and the contents are completely in the hands of the seller. The buyer cannot complain and make returns if the contents of the box are not as expected.*<sup>15</sup> The mystery box trend itself started in China and developed into a profitable business over the years. It starts from a toy product in China that sells products in boxes containing random toys at a price of \$9 per box. In 2018 this became a trend where nearly 300,000 people bought the toy. This trend was imitated by various businesses by selling their products in a blind box.<sup>16</sup>

For online buying and selling transactions in the Islamic Law Review itself has a fundamental similarity with Ba'I Assalam, namely the suspension of goods when a sale and purchase contract occurs between the buyer and seller, but there are differences, namely in the legal basis regarding whether or not the transaction is carried out such as the type of transaction. Commodities and transaction actors. The legal basis for the permissibility of E-commerce transactions comes from the country where the transaction is located.<sup>17</sup> There is still little research that discusses the mystery box, especially in terms of its business strategy. Most of the research that discusses the mystery of the box only focuses on the haram aspect, but there are still few that discuss the business point of view. Although several studies have shown that the mystery box is prohibited in Islam, in practice many business people still use it.

This research is a qualitative research with a descriptive approach. Qualitative Research is a research that begins with an assumption and theoretical framework that informs the study of research problems to define the meaning of individuals or groups in solving social and human

---

<sup>10</sup> Siti Fatimah, "Strategi Komunikasi Pemasaran E-Commerce Melalui Website Klikhotel.Com," *Jurnal Common* 1, no. 2 (2017), <https://doi.org/10.34010/common.v1i2.572>.

<sup>11</sup> Ni Made Widani et al., "Menguji Ketajaman Implementasi E-Commerce Dalam Penjualan Kamar Hotel Di Bali," *Jurnal Manajemen Bisnis* 16, no. 2 (2019): 79, <https://doi.org/10.38043/jmb.v16i2.2042>.

<sup>12</sup> Utama Wisnu Dyatmika, "Analisis Strategi Pada Aktivitas E-Commerce Untuk Meningkatkan Pertumbuhan Spilla Jewelry Di Era New Wave Marketing," *Majalah Ekonomi* ISSN 21, no. 1 (2016): 117-34.

<sup>13</sup> Faisal Reza, "Strategi Promosi Penjualan Online Lazada.Co.Id," *Jurnal Kajian Komunikasi* 4, no. 1 (2016): 64-74, <https://doi.org/10.24198/jkk.vol4n1.6>.

<sup>14</sup> Adi Kurnia Sandy, "Tinjauan Hukum Islam Tentang Jual Beli Mystery Box," 2020.

<sup>15</sup> Theresia Nadta Saronika, "Tinjauan Fiqih Muamalah Terhadap Praktik Jual Beli Mystery Box Di Lazada (Studi Kasus Pada Akun Izzat Store)" (Institut Agama Islam Negeri (IAIN) Surakarta, 2020).

<sup>16</sup> Michael Waters, "To Engineer Virality, Brands Are Making Their Own Mystery Boxes," 2021, <https://www.modernretail.co/startups/to-engineer-virality-brands-are-making-their-own-mystery-boxes/>.

<sup>17</sup> Azhar Muttaqin, "Transaksi E-Commerce Dalam Tinjauan Hukum Jual Beli Islam," *Ulumuddin* VI, no. VI (2010): 461, <http://ejournal.umm.ac.id/index.php/jphi/article/view/1304>.



problems.<sup>18</sup> The purpose of the qualitative-descriptive approach is to gain an understanding of a context by conducting a detailed and in-depth description of the condition of the context that occurs naturally in order to find out what actually happened. The data were obtained by using the methods of interview, observation, documentation, and literature study. Interviews were conducted with mystery box sellers on the Shopee E-commerce platform to explore the mystery box scheme on shopee e-commerce. Documentation is needed to support the writing of this research, in the form of written source data, as well as statistical transaction data related to the mystery box. The keyword "mystery box" and "misteri box" are used to identify the store that offers the product on Shopee.

The stages in analyzing qualitative data are as follows: 1) Processing and preparing data to be analyzed. The data that has been obtained from the interviews are sorted and arranged by type. 2) Read the whole data. This process is used to be able to understand the data obtained and reflect the information that has been obtained from the mystery box seller on shopee 3) Analyze data by coding. The coding process can be interpreted as a process of sorting data based on several categories obtained from sources. Using coding in analyzing and describing the settings, people, categories, and themes under study. In order to convey a description of the research results, an effort is needed by forming several codes that are used to describe the information obtained. 4) Create a narrative description of the results of the coding process. This process is used to describe specifically about the results of the information obtained. 5) Data interpretation. This process is carried out by comparing the data that has been obtained from the literature study and the results of interviews.<sup>19</sup> After the data obtained is compiled systematically, the researcher will analyze it according to the problem formulation presented and verified in fact from the results of research on the Marketing Strategy of Buying and Selling Mytery Boxes on the Shopee E-Commerce Platform.

The types of activities that can be carried out in e-commerce vary, ranging from online e-banking billing, and one of the most important is e-marketing, which is carried out from large companies to small companies with various strategies.<sup>20</sup> In increasing purchases of the goods they sell in the Online Buying and Selling application or E-Commerce, sellers, have several strategies used, namely by providing a choice of quality products ranging from necessities to gadgets and clothing, providing special offers both themed and unthemed for consumers. Prospective online buyers such as discounts or free shipping. It is easier in terms of promo execution than physical stores. Provide services for buyers who want to ask questions about products or file a protest. Besides that, there is also a service for returning goods if they feel aggrieved.<sup>21</sup>

Marketing strategy comes from two words, namely "Strategy" and "Marketing." The word strategy comes from the Greek word hazard, strategic, or strategies. This word was formed by

---

<sup>18</sup> Cresswell, *Reserachmdesing 5Thmedition, Journal of Chemical Information and Modeling*, vol. 53, 2013.

<sup>19</sup> John W. Creswell, and J. David Creswell. *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage publications, 2017.

<sup>20</sup> Aditya Wardhana, "Strategi Digital Marketing Dan Implikasinya Pada Keunggulan Bersaing Ukm Di Indonesia," in *Prosiding Seminar Nasional Forum Keuangan Dan Bisnis*, 2015, 327-37.

<sup>21</sup> Noor Azizah, Danang Mahendra, and Budi Lofian, "Pemanfaatan E-Commerce Untuk Peningkatan Strategi Promosi Dan Penjualan UMKM Tas Di Kabupaten Kudus," *E-Dimas: Jurnal Pengabdian Kepada Masyarakat* 10, no. 1 (2019): 96, <https://doi.org/10.26877/e-dimas.v10i1.3555>.



military generals who combined two words, namely *Stratos*, which means soldiers, and *ago* which means to lead. Meanwhile, marketing is a condition where there is a feeling of dissatisfaction with a certain basis.<sup>22</sup> Marketing is very important for a business in achieving its goals; therefore, every business needs a marketing strategy in expanding its business. The purpose of a business doing strategic planning is to create a competitive advantage and create products according to consumer desires with the support of the available resources.<sup>23</sup> The history of marketing or marketing ethics began when concerns arose about antitrust and consumer protection in the early 20th century. At that time, several studies from books and scientific journals discussed the principle of fair service to sellers.<sup>24</sup> Marketing is related to several variables, namely:

1. Market segmentation; groups consumers based on certain segments that have something in common in some respects. There are types of marketing strategies that can be taken by companies, namely:<sup>25</sup>
  - a. Marketing strategy without differentiating the market (Undifferentiated Marketing). The company considers the market as a whole and focuses more on consumer needs.
  - b. Marketing strategy differentiates the market (Differentiated Marketing). The company determines specifically the target market to be addressed for certain products that have been offered.
  - c. Concentrated marketing strategy (concentrated marketing). In this case, the company specifically determines the target market to be addressed with limited resources.
  - d. Micro Marketing. a company performs Customization on products or programs that have been marketing to be tailored to specific consumer tastes.
2. Targeting; this is the process of selecting the target market that the company wants to serve. Selection patterns include:<sup>26</sup>
  - a. The concentration of a single segment (single segment marketing). Where the company concentrates on one segment due to several existing considerations
  - b. Selective specialization targeting. Where a company that has a high number of capabilities in several products.
  - c. Market specialization (market specialization targeting). The company is involved in market specialization, where an understanding of a particular market gives the possibility to offer the required marketing program and provide solutions for consumers.
  - d. Product specialization (product specialization targeting). Companies use expertise in certain product categories for different market segments
  - e. Full market coverage (mass market targeting). A company makes an effort to satisfy a whole group of consumers with all the products that might be needed

---

<sup>22</sup> Fatimah Nur Arifah, "Analisis Sosial Media Sebagai Strategi Marketing Dalam Bisnis Online," *Jurnal TRANSFORMASI* 11, no. 2 (2015): 143-49.

<sup>23</sup> Ria Resti Ridhawati, "ANALISIS STRATEGI MARKETING SYARIAH DALAM MENGHADAPI PERSAINGAN BISNIS PADA TOKO RABBANI SEMARANG" (UIN Walisongo Semarang, 2015).

<sup>24</sup> M Qoshid Al Hadi, Eko Nur Cahyo, and Iman Setya Budi, "Marketing Ethics At Islamic Banks: Principles And Practices," *Journal of Islamic Economic Laws* 4, no. 2 (2021): 17-41, <https://doi.org/10.23917/jisel.v4i2.14716>.

<sup>25</sup> Ridhawati, "ANALISIS STRATEGI MARKETING SYARIAH DALAM MENGHADAPI PERSAINGAN BISNIS PADA TOKO RABBANI SEMARANG."

<sup>26</sup> Fandy Tjiptono, *Strategi Pemasaran Prinsip Dan Penerapan*, ed. Anastasia Diana (Yogyakarta: Penerbit ANDI, 2019).



3. Positioning; this is an effort by a company to create a clear, superior, and unique image or perception compared to other products. The main focus of the positioning is customer perception and not the physical product.<sup>27</sup>
4. Differentiation; is the company's way/tactic in marketing its products. The company's way of marketing is what distinguishes one company from another.<sup>28</sup>
5. Marketing mix; according to Ridawati, it is an activity related to price, promotion, and place that is the target of product promotion from a company.<sup>29</sup>
6. Elements of marketing value; according to Tjiptono, the element of marketing value is related to the brand/brand that distinguishes it from other brands, the service/service from the company related to the provision of services to consumers, the company must improve the quality of its services to consumers continuously, and the process of satisfying consumers.<sup>30</sup>

According to Nur Arifah, E-Marketing Strategy is a marketing activity and introducing a product through digital broadcasts such as Television, Radio, Internet, Social Media, etc., in order to get the attention of consumers in a relevant way.<sup>31</sup> E-commerce has several types, namely:

1. B2C (Business to Consumer) B2C is a business activity aimed at consumers both online and offline. In online B2C, consumers play an active role in choosing various B2C websites to be able to find the desired product information.
2. B2B(Business To Business) is a service that is targeted or intended for business. Online marketing websites to reach new business customers. It is more effective in dealing with customers and provides better prices through the B2B trading network.
3. C2C (consumer to consumer) is an activity that occurs online between consumers in exchanging information about products or services online and buying and selling between consumers via the internet widely.

Gharar can be interpreted as deception, fraud and can also be interpreted as risk. The gain is an uncertain opportunity, and the reason is unknown, so this is not allowed. Gharar is a transaction that is not allowed to be carried out in Islam<sup>32</sup>, so all transactions containing gharar in it are not allowed. These transactions do not meet the elements of the agreement and cannot be trusted. More precisely, the Gharar transaction is an incomplete transaction where there is no certainty.<sup>33</sup> Gharar is a negative action that is prohibited and must be avoided because *gharar* has the element of harming everyone in the form of the object of the transaction, the subject of the transaction, and *sighat*. *Gharar* can damage the perfection of the contract because these elements

---

<sup>27</sup> Philip Kotler and Gasry Armstrong, *Principial of Marketing 8th Edition* (USA: Prentice Hall, 1999).

<sup>28</sup> Arlina Nurbaity Lubis, "Strategi Pemasaran Dalam Persaingan Bisnis," *Persepsi Masyarakat Terhadap Perawatan Ortodontik Yang Dilakukan Oleh Pihak Non Profesional*, 2004, 1-14, <http://repositorio.unan.edu.ni/2986/1/5624.pdf%0Ahttp://fiskal.kemenkeu.go.id/ejournal%0Ahttp://dx.doi.org/10.1016/j.cirp.2016.06.001%0Ahttp://dx.doi.org/10.1016/j.powtec.2016.12.055%0Ahttps://doi.org/10.1016/j.ijfatigue.2019.02.006%0Ahttps://doi.org/10.1>

<sup>29</sup> Ridhawati, "ANALISIS STRATEGI MARKETING SYARIAH DALAM MENGHADAPI PERSAINGAN BISNIS PADA TOKO RABBANI SEMARANG."

<sup>30</sup> Tjiptono, *Strategi Pemasaran Prinsip Dan Penerapan*.

<sup>31</sup> Nur Arifah, "Analisis Sosial Media Sebagai Strategi Marketing Dalam Bisnis Online."

<sup>32</sup> Imron Rosyadi, "Kedudukan Al-"Adah Wa Al-" Urf Dalam Bangunan Hukum Islam," *Jurnal Suhuf*, 27 (2005):3-12.

<sup>33</sup> Efa Nur, "Riba Dan Gharar: Suatu Tinjauan Hukum Dan Etika Dalam Transaksi Bisnis Modern," *Al-Adalah* 12, no. 3 (2015): 647-62.



are included in the business contract. *Gharar* can occur in objects in the contract that do not have sharia requirements in it.<sup>34</sup>

*Gharar* itself can be classified into 3 parts:<sup>35</sup> 1) *Ma' dum*; *Ma'dum* itself can be interpreted as something that cannot be interpreted as buying and selling that does not yet have the goods. The seller is not able to deliver the object of the contract to the buyer on time, whether the object exists or not. 2) *Majhul*; Can be interpreted as buying and selling goods that are not clear. *Majhul* itself can be classified as follows:

1. Buying and selling where the seller has not mastered or owned the goods he is selling
2. The goods sold do not have definite properties
3. Don't have a definite delivery time
4. Not sure the object of the contract
5. The condition of the contract object cannot be ascertained
6. Buying and selling goods that cannot be handed over
7. This type can be classified as follows:
8. Uncertainty about the type of payment and the type of goods sold
9. Uncertainty about the price of the goods sold
10. The absence of firmness in the form of the transaction
11. There is compulsion

According to scholars, *gharar* has different levels and types of prohibition. The first is severe *gharar*, namely *gharar*, which often occurs in contracts so that it can damage the contract itself. For example, selling fruit that has not yet grown, heavy *gharar* is unlawful because it can cause disputes.<sup>36</sup> Second, light *gharar* is *gharar* that cannot be avoided but is understandable according to Islamic business, so that no one will feel disadvantaged, this type is allowed, and the contract is still valid.

## Results and Discussion

Based on the results of the analysis conducted on the Shopee application for the Mystery box product type, two types of keywords were found based on the word "Mystery". The first keyword is the "Mystery box", and the second keyword is "misteri box". The two keywords generate different types of categories and the number of products for Mystery box products. For every product that is available, not all of the Mystery box products explain the contents of what items might be obtained to give the impression of a surprise.

Table 1  
Mystery Box Type Categorization<sup>37</sup>

Keywords "Mystery box"	Keywords "Misteri Box"
------------------------	------------------------

<sup>34</sup> Aksamawanti, "Gharar: Hakikat Dan Pengaruhnya Terhadap Akad," *Syariat: Jurnal Studi Al-Qur'an Dan Hukum* 5, no. Mei (2019): 44-56.

<sup>35</sup> Nadratuzzaman Hosen, "Analisis Bentuk Gharar Dalam Transaksi Ekonomi," *Al-Iqtishad* 1, no. 1 (2009): 63.

<sup>36</sup> Nur, "Riba Dan Gharar: Suatu Tinjauan Hukum Dan Etika Dalam Transaksi Bisnis Modern."

<sup>37</sup> "Shopee Indonesia," accessed February 18, 2022, <https://shopee.co.id/>.



Category type	Product Range	Quantity	Category type	Product Quantity Range
Home Appliances	5.000+		Hobbies and Collections	3.000+
Souvenirs and Parties	3.000+		Home Appliances	2.000+
Menswear	2.000+		Books and Stationery	1.000+
Care and beauty	2.000+		Automotive	546
Fashion Accessories	1.000+		Care and Beauty	436
Women's shoes	1.000+		Mobile and Tablet Accessories	416
Collection	4.000+		Cellphones and other accessories	3.000+
Cellphones and Accessories	3.000+		Souvenirs and parties	2.000+
Toys and Games	2.000+		Fashion Accessories	949
Hobbies and other collectibles	2.000+		Food and Drink	511
Women's clothing	1.000+		Women's clothing	426
			Electronic	394

There are ±27,000 products entitled mystery box and ±14,678 products with the name “misteri box”. So, it can be concluded that most of the sellers use titles with the keyword "mystery box" for mystery box products being sold rather than using titles with the keyword "misteri box". In addition, for the keyword "mystery box", sellers mostly include their products in the Home Appliance category. Meanwhile, for the keyword "misteri Box", sellers mostly include their products in the Hobbies and Collections category, and Cellphones and other Accessories.

### E-Marketing Mystery Box in Shopee

Mystery box buying and selling on the shopee site can be categorized as a marketing strategy that uses marketing segmentation without differentiating the market (Undifferentiated Marketing), which can be interpreted as Where the company considers the market as a whole and focuses more on consumer needs, the company considers certain markets as one big unit so that to meet similar needs, companies undertake mass production, distribution, and promotion, so there is only one marketing mix to serve all markets.<sup>38</sup> This is because Mystery box sellers target all types of markets to meet the needs of existing consumers without distinguishing them. Targeting in the form of full market coverage (mass market targeting) can be interpreted as a

<sup>38</sup> Ridhawati, “Analisis Strategi Marketing Syariah Dalam Menghadapi Persaingan Bisnis Pada Toko Rabbani Semarang.” UIN Walisongo Semarang, 2015.





company making efforts to meet all consumer groups with all products that may be needed.<sup>39</sup> This happens where Mystery box sellers sell various types of Mystery Boxes with various contents that are actually needed by consumers and target the entire existing customer market.

For the positioning of the mystery box itself, the seller will create a good consumer perception. The seller will send a mystery box with interesting content to several customers at random in order to get positive comments from the goods he sells so that he can attract more customers. They also provide attractive prices by posting pictures of products that many customers want. Every mystery box product on Shopee has various ratings, most of them have good ratings, but there are also bad ratings from buyers. However, there are some good ratings that include comments from buyers that contradict the ratings given.

The differentiation made by sellers of mystery box products is also diverse, one of which is installing product names and product photos from luxury and expensive goods or quality goods, also including the marketing method carried out by the seller. Although sometimes the photo of the product is not the original photo of the item being sold, the result of the internet or another seller's photo, this will make the buyer interested in trying to buy it because he thinks that by buying at a low price the buyer can get the luxury item. On the other hand, the seller will profit by getting big results even though he has to give the luxury and expensive item randomly to other buyers to attract more new buyers, but it is not certain whether the luxury item has been obtained by the original buyer or not. This is because the assessments and comments of other buyers also attract new buyers to try to buy mystery box products from these stalls.

This minimum purchase limit is not applied by all mystery box sellers. There are several stalls that do implement this system. In addition, not all mystery box products include what items the buyer might get to give the impression of mystery and surprise. The author also found several mystery box products that list the types of items that can be obtained by the buyer. This is to avoid protests from buyers if they don't get the contents. The most wanted item is a smartphone. The type of mystery box that is sold sometimes does not match the type of category in which the product exists. As in the category of household appliances, apart from having a mystery box containing all kinds of household utensils such as knives, cutlery, drinking bottles, etc., there is also a mystery box containing all kinds of clothing, electronic devices, money, masks, hand sanitizer, etc.

For the marketing mix, besides the seller using attractive product titles and photos of luxury goods as attention grabbers, there are also interesting things that the author found, almost all mystery boxes in Shopee are products sold by sellers who also sell other goods. Very few sellers only sell mystery boxes in their stalls. From the searches carried out, there are only six stalls out of 85 pages that only sell mystery boxes. Shop for mystery box keywords. Most of the mystery box products sold by sellers who actually sell products other than this product contain other products that are actually sold in the store. Because mystery boxes are being popular with buyers, these stalls sell this product as a raffle and entertainment for buyers, both new buyers and old buyers who have bought other products in the stall who want to buy their products but feel the sensation of mystery and surprise from expectations. Them to get the luxury goods offered from the

---

<sup>39</sup> Tjiptono, *Strategi Pemasaran Prinsip Dan Penerapan*.



contents of the product he bought. As in Zayana\_nira's stall, the seller does not only sell mystery boxes but also various items such as key chains, character figures, stickers, dolls, pins, and various other objects that can be found in the mystery boxes that he sells.

In the element of marketing value related to the mystery box buying and selling mechanism, each seller will set different policies for each mystery box product sold in his stall, one of which is on the seller's side. They set a unique sales mechanism for each mystery box product that they sell. It lies in the purchase rules set by the respective seller. The rules that are usually applied to each mystery box product are that the buyer is prohibited from returning goods or the seller does not accept returns of goods in any form. In the Community Regulations contained in the prohibited items Chapter 13, Shopee allows each seller to determine the conditions for returning goods from products owned. So this is in accordance with the provisions provided by the shopee. They also set a different buying mechanism in terms of the number of items that can be purchased.

Shopee uses an e-marketing strategy of C2C (consumer to consumer and B2C (business to consumer). According to Pratiwi (2019), C2C can be defined as consumer activities in exchanging information about a product on the internet, while B2B can be interpreted as business activities aimed at consumers both physically and mentally. Online or offline. Shopee itself uses C2C for and B2C simultaneously. That is, shopee provides a place for consumers to be able to find the products they want and can share product information with other consumers as well as consumers can play an active role in choosing products belonging to any business. This does not only apply to Mystery box products but to all products sold on Shopee. In online B2C, consumers play an active role in choosing various B2C websites to be able to find the product information they want. In B2C, buyers are free to choose which store they want to buy.

However, there is a marketing strategy that Shopee applies not only to mystery box products but to all products sold at Shopee. Namely, for products that have 2.5 to 5 stars and get a positive rating from buyers, they will enter into advertisements. This ad will always appear in every type of category with the characteristics that say the word "advertisement" in the lower corner of the image when it is in search results. And if it gets five stars, it will be at the top. Products bearing this ad will also appear on every page of the type of item category being searched for. Products from star seller stalls and products with high ratings will appear at the top of the search results. All of these things benefit the seller because their goods will be seen and chosen by buyers because they have a high rating and good ratings from previous buyers. The search results page will show products that have a high rating and rating at the top. The more ratings you get, the more the product will be listed at the very top of the search results page.

The rule that is usually applied to every mystery box product is that buyers are prohibited from returning goods. This is in accordance with the Community Regulations contained in the prohibited items chapter no. 13.<sup>40</sup> Shopee allows each seller to set conditions for returning goods from their products. In addition, the seller also determines the number of items that can be purchased or sometimes gets the contents of the main item prizes or items that are more

---

<sup>40</sup> "Peraturan Komunitas," shopee.co.id, 2015, <https://shopee.co.id/docs/3740>.



expensive. The buyer must buy in certain quantities or multiples. In addition, not all Mystery box products list what items the buyer might get to give the impression of mystery and surprise.

In the Community Regulations contained in the chapter section, the prohibited item number 8 is directing buyers to transact outside Shopee.<sup>41</sup> This may result in the product being deleted and blocked from the system. However, there is a marketing strategy that Shopee applies not only to Mystery box products but to all products sold at Shopee. that is, for products that have 2.5 to 5 stars and get positive ratings from buyers, they will enter into advertisements that will always appear in each type of category with the characteristics of the word "advertising" in the lower corner of the image when in search results. In addition, almost all Mystery Boxes in Shopee are products sold by sellers who also sell other items. Most of the Mystery Box Products sold by sellers who actually sell products other than this product contain other products that are actually sold at the stall. So it can be said that the Mystery Box product is only part of the marketing of each stall in getting more buyers and money. Installing product names and product photos of luxury and expensive goods or quality goods also includes the marketing method carried out by the seller. Installing product names and product photos of luxury and expensive goods or quality goods also includes the marketing method carried out by the seller. This will make the buyer interested in trying to buy because he thinks by buying at a low price, the buyer can get the luxury item, and the seller will benefit. Mystery box product assessment also affects the marketing strategy of this product.

Mystery box products themselves get various ratings from buyers depending on the type of content being sold. Most positive ratings and comments contain satisfaction or a sense of surrender to the items obtained. Because they do not have high expectations, there are also some who give positive ratings but with comments of disappointment. For negative comments and ratings, it can be in the form of disappointment or thanks, even if you only get makeshift items.

From all the explanations of the marketing strategy to the review of the assessment, it can be concluded that the mystery box has the law of *gharar* with the type of *majhul* because the object of this sale and purchase is not clear, but whether or not *gharar* is haram depends on the type of mystery box itself. A mystery box with the type of product where the seller does not state what type of product was obtained can be classified as heavy *gharar*, which is forbidden to do, and light *gharar*, which can still be forgiven.

### Ratings and Buyer Review

Buyers have various reasons for buying this product; sometimes buyers just try to buy a mystery box product just because they are curious about what objects they get, but many also have high hopes that they will get the main prize in the form of luxury goods such as cellphones, for example at very low prices. In addition, sometimes sellers do include regulations in their product descriptions where buyers are not allowed to give bad judgments on the grounds that this product is just a raffle and fun product where the type of goods obtained depends purely on the profits of each buyer. Most of the mystery box products in Shopee have various product ratings and comments. Most of the buyers do give high ratings with positive comments

---

<sup>41</sup> "Peraturan Komunitas."



containing buyer satisfaction with the items they get. However, sometimes it is not in sync with their comments which contain disappointment or surrender to the goods they get. In addition, there is also a low rating that contains buyers' disappointment with the goods they get.

From all the explanations of the marketing strategy to the review of the assessment, it can be concluded that the mystery box has the law of *gharar* with the type of *majhul* because the object of this sale and purchase is not clear, but whether or not *gharar* is haram depends on the type of mystery box itself. A mystery box with the type of product where the seller does not state what type of product was obtained can be classified as heavy *gharar*, which is forbidden to do because it can cause disputes. Meanwhile, the mystery box with the type of product where the seller classifies the type of goods obtained can be classified as light *gharar* because the buyer knows what goods they can get, and this is not detrimental and does not cause disputes.

## Conclusion

There are two keywords used in Shopee based on the writing of the mystery word itself. The first is the search keyword "mystery box". The second is "misteri box". There are ±27,000 products entitled mystery box and ±14,678 products with the name "misteri box". So, it can be concluded that most of the sellers use titles with the keyword "mystery box" for mystery box products being sold rather than using titles with the keyword "misteri box". In addition, for the keyword "mystery box", sellers mostly include their products in the Home Appliance category. Meanwhile, for the keyword "misteri Box", sellers mostly include their products in the Hobbies and Collections category, and Mobile Phones and other Accessories.

Mystery box on the Shopee site can be categorized as a marketing strategy that uses marketing segmentation without differentiating the market (Undifferentiated Marketing) and targeting in the form of full market coverage/mass market targeting. Shopee uses a C2C (consumer to consumer) and B2C (business to consumer) e-marketing strategy. This also affects not only mystery box products but all shopee products. In B2C, buyers are free to choose which store they want to buy, but on the other hand, the seller mystery box products also stipulate different conditions in terms of the number of items purchased, such as if you want to get the main item prize content or items that are more expensive the buyer must buy in certain quantities or multiples, or the purchase conditions are for a mystery box product the buyer must make the purchase in a certain minimum quantity.

## References

- Aksamawanti. "Gharar: Hakikat Dan Pengaruhnya Terhadap Akad." *Syariati: Jurnal Studi Al-Qur'an Dan Hukum* 5, no. Mei (2019): 44-56.
- Alam, Azhar. "Perkembangan Ekonomi Islam : Perspektif Filosofis." In *Proceeding of International Conference On Islamic Epistemology, Universitas Muhammadiyah Surakarta, May 24th, 2016*, 5:63-68, 2016.
- Alam, Azhar, Raditya Sukmana, Izah Rokhimatul Khotimah, and Aditya Nurrahman. "Halal Fashion Business Marketing by Using Endorsement and Paid Promote Amid a



- Pandemic.” In *Proceedings of the 5th International Conference on Islamic Studies (ICONIS) 2021*, 343–58, 2021.
- Azizah, Noor, Danang Mahendra, and Budi Lofian. “Pemanfaatan E-Commerce Untuk Peningkatan Strategi Promosi Dan Penjualan UMKM Tas Di Kabupaten Kudus.” *E-Dimas: Jurnal Pengabdian Kepada Masyarakat* 10, no. 1 (2019): 96.  
<https://doi.org/10.26877/e-dimas.v10i1.3555>.
- Cresswell. *Reserachmdesing 5Thmedition. Journal of Chemical Information and Modeling*. Vol. 53, 2013.
- Creswell, J. W., & Creswell, J. D. *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage publications, 2017.
- Darwin, Muhammad. “The Effect of Communication Strategy in Marketing 4.0 to Purchase Decision Through Brand Advocacy in Shopee E-Commerce.”  
<Http://Journal.Stiemb.Ac.Id/Index.Php/Mea/Article/View/482> 4, no. 2 (2020): 375–96.  
<http://journal.stiemb.ac.id/index.php/mea/article/view/482>.
- Dyatmika, Utama Wisnu. “Analisis Strategi Pada Aktivitas E-Commerce Untuk Meningkatkan Pertumbuhan Spilla Jewelry Di Era New Wave Marketing.” *Majalah Ekonomi\_ISSN* 21, no. 1 (2016): 117–34.
- Estijayandono, Kristianto Dwi. “Etika Bisnis Jual Beli Online Dalam Perspektif Islam.” *Jurnal Hukum Ekonomi Syariah* 3, no. 1 (2019): 53–68. <https://doi.org/10.26618/j-hes.v3i1.2125>.
- Fatimah, Siti. “Strategi Komunikasi Pemasaran E-Commerce Melalui Website Klikhotel.Com.” *Jurnal Common* 1, no. 2 (2017). <https://doi.org/10.34010/common.v1i2.572>.
- Hadi, M Qoshid Al, Eko Nur Cahyo, and Iman Setya Budi. “Marketing Ethics At Islamic Banks: Principles And Practices.” *Journal of Islamic Economic Laws* 4, no. 2 (2021): 17–41.  
<https://doi.org/10.23917/jisel.v4i2.14716>.
- Hosen, Nadrattuzaman. “Analisis Bentuk Gharar Dalam Transaksi Ekonomi.” *Al-Iqtishad* 1, no. 1 (2009): 63.
- Kotler, Philip, and Gasry Armstrong. *Principal of Marketing 8th Edition*. USA: Prentice Hall, 1999.
- Lubis, Arlina Nurbaity. “Strategi Pemasaran Dalam Persaingan Bisnis.” *Persepsi Masyarakat Terhadap Perawatan Ortodontik Yang Dilakukan Oleh Pihak Non Profesional*, 2004, 1–14.  
<http://repositorio.unan.edu.ni/2986/1/5624.pdf%0Ahttp://fiskal.kemenkeu.go.id/ejou>



- rnal%0Ahttp://dx.doi.org/10.1016/j.cirp.2016.06.001%0Ahttp://dx.doi.org/10.1016/j.powtec.2016.12.055%0Ahttps://doi.org/10.1016/j.ijfatigue.2019.02.006%0Ahttps://doi.org/10.1.
- Mardiana, Andi. "Uang Dalam Perpekstif Dalam Ekonomi Islam." *Jurnal UIN Jakarta* 10, no. 2 (2014): 91-109.
- Mujiatun, Siti. "Jual Beli Dalam Perspektif Islam : Salam Dan Istisna'." *Jurnal Riset Akuntansi Dan Bisnis* 13, no. September (2013): 202-16.
- Muttaqin, Azhar. "Transaksi E-Commerce Dalam Tinjauan Hukum Jual Beli Islam." *Ulumuddin* VI, no. VI (2010): 461.  
<http://ejournal.umm.ac.id/index.php/jphi/article/view/1304>.
- Nur Arifah, Fatimah. "Analisis Sosial Media Sebagai Strategi Marketing Dalam Bisnis Online." *Jurnal TRANSFORMASI* 11, no. 2 (2015): 143-49.
- Nur, Efa. "Riba Dan Gharar: Suatu Tinjauan Hukum Dan Etika Dalam Transaksi Bisnis Modern." *Al`Adalah* 12, no. 3 (2015): 647-62.
- shopee.co.id. "Peraturan Komunitas," 2015. <https://shopee.co.id/docs/3740>.
- Putri, Dhita Widya, and Maulida De Mormes. "Analisis Strategi Perencanaan Pesan Pada Akun Instagram E-Commerce @thekufed." *Communicology: Jurnal Ilmu Komunikasi* 4, no. 1 (2016): 94-110. <https://doi.org/10.21009/communicology.041.06>.
- Rakanita, Amanda Mastisia. "Pemanfaatan E-Commerce Dalam Meningkatkan Daya Saing Umkm Di Desa Karang Sari Kecamatan Karangtengah Kabupaten Demak." *Jurnal Ekbis* 20, no. 2 (2019): 1280. <https://doi.org/10.30736/ekbis.v20i2.237>.
- Reza, Faisal. "Strategi Promosi Penjualan Online Lazada.Co.Id." *Jurnal Kajian Komunikasi* 4, no. 1 (2016): 64-74. <https://doi.org/10.24198/jkk.vol4n1.6>.
- Ridhawati, Ria Resti. "ANALISIS STRATEGI MARKETING SYARIAH DALAM MENGHADAPI PERSAINGAN BISNIS PADA TOKO RABBANI SEMARANG." UIN Walisongo Semarang, 2015.
- Sandy, Adi Kurnia. "Tinjauan Hukum Islam Tentang Jual Beli Mystery Box," 2020.
- Saronika, Theresia Nadta. "TINJAUAN FIQIH MUAMALAH TERHADAP PRAKTIK JUAL BELI MYSTERY BOX DI LAZADA (Studi Kasus Pada Akun Izzat Store)." Institut Agama Islam Negeri (IAIN) Surakarta, 2020.
- "Shopee Indonesia." Accessed February 18, 2022. <https://shopee.co.id/>.



- Tjiptono, Fandy. *Strategi Pemasaran Prinsip Dan Penerapan*. Edited by Anastasia Diana. Yogyakarta: Penerbit ANDI, 2019.
- Wardhana, Aditya. "Strategi Digital Marketing Dan Implikasinya Pada Keunggulan Bersaing Ukm Di Indonesia." In *Prosiding Seminar Nasional Forum Keuangan Dan Bisnis*, 327-37, 2015.
- Waters, Michael. "To Engineer Virality, Brands Are Making Their Own Mystery Boxes," 2021. <https://www.modernretail.co/startups/to-engineer-virality-brands-are-making-their-own-mystery-boxes/>.
- Widani, Ni Made, Agus Putu Abiyasa, Gede Sri Darma, and Agus Fredy Maradona. "Menguji Ketajaman Implementasi E-Commerce Dalam Penjualan Kamar Hotel Di Bali." *Jurnal Manajemen Bisnis* 16, no. 2 (2019): 79. <https://doi.org/10.38043/jmb.v16i2.2042>.
- Zafani, Dita Anis, and Moh Musfiq Arifqi. "Cahsless Society on GoPay : An Islamic Economic Perspective." *Journal of Islamic Economic Laws* 3, no. 2 (2020): 141-58.