

MANIPULATION OF PRODUCT WEIGHT IN SAME-DAY GRAB DELIVERY BY SELLER MARKETPLACE TOKOPEDIA MEDAN CITY PERSPECTIVE OF DSN MUI FATWA NO. 112/DSN-MUI/IX/2017



M. Yuda¹

Universitas Islam Negeri Sumatera Utara, Medan, Indonesia
yudhamuhammadd459@gmail.com

Tetty Marlina Tarigan²

Universitas Islam Negeri Sumatera Utara, Medan, Indonesia
tettymarlinatarigan@uinsu.ac.id

Abstract

This research is motivated by the phenomenon of product weight manipulation by Tokopedia sellers for the Grab Same Day courier service. The determination of the rates for the Grab Same Day courier service using the system of weight per kilogram of goods causes sellers to manipulate the weight of goods to be sent to consumers through the Grab Same Day delivery service. Therefore, in this study, the authors formulated the problem, namely: 1) What is the practice of product weight manipulation by the Tokopedia marketplace seller for grab same-day courier services? 2) What is the perspective of the Fatwa of the MUI National Sharia Council No. 112/DSN-MUI/IX/2017 against product weight manipulation? This study aims to find out and analyze 1) The practice of manipulating product weight by the seller marketplace Tokopedia for grab same-day courier services, 2) The Fatwa Perspective of the MUI National Sharia Council No. 112/DSN-MUI/IX/2017 on product weight manipulation. This study uses a qualitative method with a descriptive approach. Data collection techniques were carried out by conducting library research as well as field research as well as interviewing Grab Same Day drivers. The results of the study show that e-Commerce transactions on the Tokopedia marketplace have not fully complied with the provisions contained in the DSN-MUI Fatwa Number 112/DSN-MUI/IX/2017, that is, they have not fully complied with the provisions of *ujrah* (goods) in terms of quantity because there are some goods that are not in accordance with the Sharia, where the weight of the goods does not match the net weight, net content, or net, does not match the size, dosage, and scale according to the actual size.

Keywords: Product Weight Manipulation, Grab Same Day, Seller Marketplace

INTRODUCTION

Technological advances move rapidly to make development and economic growth occur so rapidly in a country. Advances in technology or digital transformation that are increasing rapidly every year make it easier for people's activities both in personal and professional life, through the use of applications, and websites, which have an impact on communication activities with each other and buying and selling (transactions). Based on data from the Association of Indonesian Internet Service Providers/APJII, it is revealed that the number of Indonesian internet users reached 210,026,769 out of a total of 272,682,600 Indonesians connected to the internet in 2021. Then in the 2022-2023 period, internet users in Indonesia reached 215 .63 million people, an increase of 2.67% from the previous year (Sadya, 2023).

This increase in the number of internet users is significantly related to the total number of users of digital platforms such as social media and marketplaces in Indonesia. As of January 2020, of the 160 million users of digital platforms, namely social media in Indonesia as a medium of communication and network expansion with a penetration of 59%, while in the marketplace of total internet users in Indonesia, 80% of users use the digital marketplace platform to make sales transactions. buy online. This economic activity, which began to be carried out based on applications & websites, dominates almost all sectors in the world, from trade, banking, health, tourism, industry, education and training, and transportation to agriculture. Of these many sectors, the trade sector is the leading sector that currently controls almost all markets in Indonesia based on digital technology known as e-commerce (Putri & Roni, 2020).

Online shopping behavior has become a habit for many people, especially in the past few years. Moreover, Indonesia is the largest e-commerce market in Southeast Asia. According to Wearesocial and Hootsuite data, around 90% of internet users in Indonesia have shopped online. By 2022, the e-commerce industry in Indonesia will be worth \$40 billion (market capitalization value). This figure is projected to increase in 2023 which will be increasingly digital (Aditya, 2023).

The growing development of online trade transactions (e-commerce) in Indonesia has also given birth to various marketplaces in Indonesia. In fact, a marketplace is a website or online application that facilitates the process of buying and selling from various stores.

With continuous innovation, investment in user safety and comfort, and expansion into various trade business sectors, marketplaces in Indonesia continue to play a role in accelerating the growth of e-commerce and driving the transformation of trade in the digital era. Along with the many marketplace choices that are currently developing in Indonesia, each marketplace is competing to provide a variety of conveniences and offers affordable shipping rates and even free.

One of the largest e-commerce markets in Indonesia is the Tokopedia marketplace. Tokopedia is one of the largest online marketplaces in Indonesia, enabling individuals and businesses to easily open and manage their own online stores. Currently, Tokopedia is competing with Shopee as the marketplace most visited by consumers. However, Tokopedia is still the most visited marketplace in Indonesia according to Statista data. Until the second quarter of 2022, the Tokopedia website was recorded as having received 158.35 million clicks. This figure has increased from the same period in 2021 with a total of 135.08 million clicks (Naurah, 2023), however, until entering the fourth quarter of 2022, Shopee has become the marketplace with the highest website visitors. The average Shopee site opens 181 million visitors. While Tokopedia is in second place with a difference of up to 46 million visitors compared to the number one ranking (Shopee). This means that Tokopedia has an average of 135 million visitors every month (Suteja, 2023). Until mid-2023, the shopping application Shopee dominates the Indonesian e-commerce market. This is marked by more Shopee visitors compared to other e-commerce players. This is based on SimilarWeb data which shows that in May 2023, Shopee was visited by 161 million visitors. Meanwhile, Tokopedia was visited by 106 million people (Dyah, 2023).

However, according to data compiled by iPrice, Tokopedia is still the choice of many online consumers in Indonesia, this is because Tokopedia is considered to have several advantages compared to other marketplaces that Tokopedia has more stable customers with stronger branding, with a simpler appearance and makes it easier for users with faster and lighter access (www.iPrice.co.id). Besides that, Tokopedia also has the Same Day delivery feature, which is a package delivery service with estimates arriving on the same day with destinations within and outside the city. To support the Same Day service, Tokopedia has collaborated with several delivery services, one of which is the

Grab delivery service. This is because the Grab application also provides Same Day delivery services (www.grab.com).

In its implementation, in determining Grab Same Day goods delivery rates, it is seen from a distance, the proximity of the destination of the goods to be taken, the volume of goods, and the weight of the goods to be sent. Regarding the application of rates on Grab Same Day by using the weight per kilogram system, this is what sometimes causes attempts by sellers to manipulate the weight of goods to be sent to consumers via the Grab Same Day delivery service. This means that Grab is the party that is harmed by the seller's naughty behavior.

This manipulation phenomenon can be seen when the products sold by Tokopedia sellers have a product weight of 6 kg. However, the weight that is entered into the Tokopedia system by the rogue seller is only 3000 grams (3 kg). Imagine that there is a very large difference in product weight and does not match as stated in the order which must be transported by the courier who delivers the item, especially the courier driver with the motorbike, of course, this is very detrimental and troublesome for the driver. In the initial interviews that the authors conducted with several Grab Same Day couriers, they stated that the practice of manipulating the weight of the product was not something they experienced infrequently. They said that sometimes from the shape of the goods they already knew that the weight of the product did not match the weight that was input. In fact, to ensure the practice of manipulation, the courier re-weighs the weight of the product using digital scales that they carry themselves. However, because they have already received the order, they cannot cancel it, because it can result in a decrease in the performance of the driver account that they will get in the application.

Cheating in measuring and weighing gets special attention from Islam because this practice has usurped the rights of others and harmed them. In Qur'an Surah Asy-Syu'ara 181-182, Allah says:

﴿ أَوْفُوا الْكَيْلَ وَلَا تَكُونُوا مِنَ الْمُخْسِرِينَ ﴾ ﴿ وَزِنُوا بِالْقِسْطَاسِ الْمُسْتَقِيمِ ﴾

"Perfect the measure and dont be a detrimental person. And weigh it using a straight scale." (Surah Asy-Syu'ara (26) 181-182).

In addition, this practice also creates a very bad impact on the world of trade, namely the emergence of distrust. By trading merchandise that is not in accordance with the net weight, net content, or net, not in accordance with the size, measure, and scale according to the actual size. The principle of weighing is that one must meet the size, measure, or scale in weighing goods honestly and precisely, it is forbidden to play games and commit fraud in measurements and weights, or suggestions for exaggerating the number of scales.

REVIEW OF LITERATURE

Product Weight Manipulation

In the Big Indonesian Dictionary, manipulation is defined as an attempt by a group or individual to influence the behavior, attitudes, and opinions of other people without that person being aware of it (Kemendikbud, 2023). According to Sujatmiko (2014), manipulation is an engineering process by adding, hiding, removing, or obfuscating parts or the whole of reality.

Meanwhile, what is meant by weight according to the Big Indonesian Dictionary is the amount of pressure on an object when it is lifted, weighed, and so on (Kemendikbud, 2023). Meanwhile, what is meant by a product, Kotler and Armstrong (2015) argue that “a product is anything that can be offered to the market to attract attention that can satisfy a want or need.” According to Keegan and Green (2015), argue “Products are goods, services, or ideas with tangible and intangible attributes that collectively create value for buyers or buyers. Tangible product attributes can be assessed physically, such as weight, dimensions, or materials used. Intangible product attributes including status associated with product ownership, manufacturer’s service commitment, and brand’s overall reputation or mystique are also important”. From the definition of the product, it can be concluded that the product is anything that can meet consumer needs and satisfy consumer needs. Products are tangible and intangible.

Thus, what is meant by manipulation of product weight can be interpreted as an effort to manipulate the size of a product's weight, in which the form of engineering is by adding, hiding, removing, or obfuscating part or all of the actual product weight. In this study, what is meant by product weight manipulation is that there is an effort by the

Tokopedia marketplace seller to manipulate the weight of a product that will be sent to customers via courier services Grab Same Day.

Grab Same Day

Quoted from the Grab page (www.grab.com), the Same Day service means delivery of goods made on the same day with an estimated time of up to a maximum of 6 to 8 hours after the package is received by the customer [courier](#). The following are some of the provisions governing the service Grab Same Day, namely:

Grab Package Size Same Day Tokopedia

The maximum package weight is 7 Kg. Meanwhile, the package size is 40 cm (length) x 40 cm (width) x 20 cm (height).

Grab fare Same Day Tokopedia

Fares 0 – 15 Kilometers Rp. 14,000

Rates > 15 Kilometers Rp. 19,000

Types of Goods That Cannot Be Sent

The following are items that cannot be sent via Grab Same Day Tokopedia: a) Goods that are prohibited by law or goods that require special permits (licenses); b) Live animals & plants, including products processed by animals and plants are protected; c) Illegal and dangerous goods include stolen, firearms, sharp weapons, corpses/corpse ashes, gambling devices, illegal drugs, and toxic materials; d) Cash, letters, and other valuable documents; e) Postcards, postal letters, original diplomas, passports, original marriage books, and tender documents.; f) Prints, records, or other items that are contrary to moral values; g) Flammable chemicals, toxic materials, corrosive chemical fluids, and other dangerous goods.

Seller Marketplace Tokopedia

Selling using online marketplace services is currently popular in all walks of life, be it manufacturers, large distributors, small retailers to even service providers who are happy to use the marketplace as part of their business processes. One of the online trading service providers through the largest e-commerce marketplace in Indonesia is Tokopedia, which is one of the largest marketplaces in Indonesia. Tokopedia has monthly visits reaching one hundred million people every month and this is supported by the presence of Tokopedia in almost 99% of sub-districts in Indonesia (www.tokopedia.com).

Business actors who want to develop their online business in Tokopedia can register to become a seller at Tokopedia via the Tokopedia Seller application. Tokopedia seller itself is a term for business actors who offer their products on the Tokopedia marketplace. Tokopedia sellers are business actors whose role is to own goods or sell services to visitors to the Tokopedia application. Tokopedia sellers can create online shops at Tokopedia and can access their store activities on the Tokopedia Seller application. The presence of the Tokopedia Seller application makes it easy for sellers to organize or manage online stores on Tokopedia. Users who want to take advantage of the Tokopedia Seller application can first download it through the Google Play Store (www.tokopedia.com). Many sellers have made a profit from selling on marketplace Tokopedia (www.iPrice.co.id). Many Tokopedia sellers are spread throughout Indonesia, including in the city of Medan.

DSN MUI Fatwa No. 112/DSN-MUI/IX/2017

Fatwa of the National Sharia Council of the Indonesian Ulema Council (DSN MUI) Number 112/DSN-MUI/IX/2017, is a fatwa containing *ijarah*, which in the fatwa confirms the rules in an *ijarah* contract, including that the object of the transaction in the wage transaction must be something useful and not to do work that is forbidden in Islam, such as manipulating weights.

In the eight provisions of the DSN-MUI Fatwa Number 112/DSN-MUI/IX/2017, it has also been expressly stated that “The quantity and quality of *ujrah* must be clear in accordance with the agreement”. This means that the fatwa has explicitly explained that the goods to be traded must have quantity and quality in accordance with the agreement and the Shari'a. Goods to be traded must be in accordance with the net weight, net content, or net, in accordance with the size, dosage, and weight according to the actual size. In principle, in the DSN-MUI Fatwa Number 112/DSN-MUI/IX/2017 it has been explained that even in buying and selling, Islam has described good and correct procedures so that there are no losses between the people who make buying and selling transactions.

RESEARCH METHOD

In this study, the research method used is a qualitative method with a descriptive approach. According to Sugiyono (2020), the qualitative method is a method in which the data to be obtained is more complete and will be more detailed, and has meaning so that

what is the intent and purpose of a study will be achieved if it is used. In simple terms, it can be stated that the qualitative method is research that produces descriptive data. The descriptive data in question is in the form of speech or writing and behavior that can be observed from the subject itself. Descriptive data aims to reveal an empirical fact in a scientific objective based on the logic of the authors' scientific discipline.

Data collection techniques were carried out by conducting library research and also field research by interviewing Grab driver couriers. As for the technique of determining informants using the method of purposive sampling, namely a sampling technique that is adjusted based on certain criteria set based on research objectives (Sugiyono, 2020), where in this study the criteria referred to were Grab drivers who had handled Same Day package delivery from Seller Marketplace Tokopedia Medan City and were willing to become informants in this study.

RESULTS AND DISCUSSION

The Practice of Product Weight Manipulation Performed by Tokopedia Marketplace Sellers in Delivery of Goods Via Grab Same Day Services

The practice of manipulating product weight so as to be able to send as many as possible via courier drivers has become a habit that is considered commonplace by naughty sellers on the Tokopedia Marketplace. To date, this kind of behavior has received no firm action from Tokopedia, or Grab itself. Sellers usually include a weight that does not match the actual product weight when inputting the product weight into the Tokopedia system. When the actual weight of the product reaches 8 kg, the seller will list the weight as only 5 kg in the system at Tokopedia. This means that there is a difference of 3 kg, which also affects the courier service rates.

Some of the drivers interviewed by the authors stated that very often they experience discrepancies between the weight of the product stated in the order and the suitability of the weight of the product they are delivering, so they must experience losses both in terms of price and labor. To ensure this practice of manipulation, some couriers even re-weigh the weight of the goods using digital scales that they carry themselves or weigh in at nearby shops that have scales. The drivers also say that sometimes from the

appearance of the goods alone, it can be seen that the weight of the product is appropriate or not with the actual weight of the product.

DSN MUI Fatwa Perspective No. 112/DSN-MUI/IX/2017 Against Product Weight Manipulation

With the increasingly advanced development of society and the dynamics of economic activity they are facing, scholars realize the need for *ijtihad* so that a problem can be viewed from various disciplines so as to give birth to a comprehensive answer. This is what gave birth to the birth of the Sharia economic fatwa which plays an important role in answering the problems of Sharia-based economic activities. The existence of this fatwa is to dynamize Islamic law in responding to various problems that exist in society according to the dimensions of space and time that deal with it. Therefore, the Indonesian Ulema Council (MUI) established the National Sharia Council (Jannah, 2021).

The National Sharia Council is an institution that sets Sharia legal standards and audits shari'ah banking operations in Indonesia from the aspect of Sharia law which can be considered as a means of dissemination as well as the application and implementation of Islamic law in Indonesia in the field of *muamalah*. His job is to deal with problems related to Sharia economic activities, both related to the activities of financial institutions Sharia and others (Jannah, 2021).

Fatwa is indeed not included in legislation that has binding power for all citizens, but fatwa can have binding power after being transformed into positive law into various forms of statutory regulations. However, the DSN-MUI fatwa has made many positive contributions to regulation in the Sharia economic legal system (Fariana, 2017). Thus, the DSN fatwa has a major influence on regulations in the field of Sharia economic law.

Transactions on the Tokopedia marketplace generally have advantages and disadvantages. As we know, Islam does not clearly regulate e-commerce transactions. However, the presence of DSN-MUI Fatwa No. 112/DSN-MUI/IX/2017 regarding *ijarah* Contracts helps us to know and understand how e-Commerce transactions are permissible by comparing the *ujrah* provisions contained in the fatwa with the facts that occur in Tokopedia's operations.

In the DSN-MUI Fatwa No. 112/DSN-MUI/IX/2017, in the Eighth Provision: regarding *Ujrah* it is stated that “The quantity and quality of *ujrah* must be clear in accordance with the agreement”. However, if it is related to cases of manipulation of product weight by sellers on Grab Same Day drivers, it shows that in fact, Tokopedia has not fully complied with the provisions contained in the DSN-MUI Fatwa Number 112/DSN-MUI/IX/2017, especially those stated in Provision Eighth: which reads “the quantity and quality of *ujrah* are not in accordance with the agreement.” In the problems that occur in the Tokopedia marketplace, the seller in the marketplace should sell goods according to sharia and not conflict with existing regulations, not manipulate the weight of the product so that it does not harm the courier who delivered the item. In Qur'an Surah Al-Mutaffifin verses 1-3 explained that:

وَيْلٌ لِّلْمُطَفِّفِينَ ﴿١﴾ الَّذِينَ إِذَا أَكْتَالُوا عَلَى النَّاسِ يَسْتَوْفُونَ ﴿٢﴾ وَإِذَا كَالُوهُمْ أَوْ وَزَنُوهُمْ يُخْسِرُونَ ﴿٣﴾

“Woe to those who cheat (in measuring and weighing), (namely) those who, when they receive a measure for others, they ask to be filled, and when they measure or weigh for others, they reduce it”.

In principle, the DSN-MUI Fatwa Number 112/DSN-MUI/IX/2017 in the Eighth Provision, has explained that even in buying and selling, Islam has described good and correct procedures so that there is no loss between the people who make the sale transaction. buy. Islam has taught kindness to all its people, where Islam prohibits taking the rights of others and tyrannizing them, in dealings one should act fairly and be honest, including when carrying out activities of weighing and measuring goods. Anyone who cheats in weighing and measuring whether it reduces, rounds, and provides information about the state of the scales is not true, Allah SWT threatens to inflict misery because this act is a form of tyranny. As Allah SWT says in the Qur'an QS. al-Isra (17): 35 which states:

وَأَوْفُوا الْكَيْلَ إِذَا كَلَّمْتُمْ وَزِنُوا بِالْقِسْطَاسِ الْمُسْتَقِيمِ ۚ ذَٰلِكَ خَيْرٌ وَأَحْسَنُ تَأْوِيلًا ﴿٣٥﴾

“And perfect the measure when you measure, and weigh it with the right balance. That is more important (to you) and better the consequences.”

This is also stated repeatedly in Qur'an Surah Ar-Rahman (55): 9)

وَأَقِمْوْا الْوَزْنَ بِالْقِسْطِ وَلَا تُخْسِرُوا الْمِيزَانَ

“And uphold the balance fairly and do not reduce the balance.”

Likewise in Qur'an Surah Ash-Shu'ara verse 182 reads:

وَزِنُوا بِالْقِسْطَاسِ الْمُسْتَقِيمِ

“And weigh it with straight scales.”

Based on these verses, it can be concluded that as a human being it is forbidden to consume property in a vanity way (not true or violating Sharia) and must be based on the willingness of the parties without tyrannizing them. That means that to get wealth must be according to sharia, in a lawful way, but not justify any means to get wealth. Violating the values of ethics in buying and selling does not cause immediate losses that can be seen by those who harm them. But more or less it still causes harm to other people and Islam recommends upholding ethics in life, especially in the world of commerce.

Allah ordered that the sale and purchase be carried out by perfecting the scales, measurements, measures, meters, and so on, besides that Allah denounced those who played with the scales and measures and committed fraud in measuring and weighing. Therefore, every Muslim who is involved in the business world must be as honest as possible. The practice of cutting off the scales is included in the form of stealing other people's property and not wanting to do justice to others. Such work is prohibited by law. Haram in the sense of something that is prohibited by syara', the action results in a sin if done and brings rewards when abandoned.

CONCLUSION

From the discussion above, it can be concluded that e-Commerce transactions on the Tokopedia marketplace have not fully complied with the provisions contained in the DSN-MUI Fatwa Number 112/DSN-MUI/IX/2017, which has not fully complied with the provisions of *ujrah* (goods) in terms of quantity, because there are some items that are not in accordance with Sharia, where merchandise does not match the net weight, net content, or net, does not match the size, measure, and scale according to the actual size. In addition,

this also confirms that there is a discrepancy between the provisions of the Tokopedia marketplace seller and the facts in the operation of the Tokopedia seller marketplace.

With the perspective of the scholars contained in the DSN-MUI Fatwa Number 112/DSN-MUI/IX/2017, it is hoped that the Tokopedia marketplace seller will be able to comply with the rules of product quality and quantity according to shari'ah, where product weight must be in accordance with the net weight, net contents, or net, in accordance with the size, dosage, and scales according to the actual size so as not to harm the Grab Same Day courier. The Grab Same Day courier is also expected to be able to review the weight of the product to be sent or delivered to the customer, this is to ensure that the item to be sent is in accordance with the actual size.

REFERENCES

- Aditya, I. (2023). *Jawara E-Commerce di Awal Tahun 2023*. Retrieved from <https://goodstats.id/article/jawara-e-commerce-di-awal-tahun-2023-CkEmg>, diakses pada tanggal 08 Agustus 2023
- Barkatullah, A.H. (2019). *Hukum Transaksi Elektronik: Sebagai Panduan dalam Menghadapi Era Digital Bisnis E-Commerce di Indonesia*. Bandung: Nusa Media.
- Departemen Pendidikan Nasional, (2005). *Kamus Besar Bahasa Indonesia*. Jakarta: Balai Pustaka.
- Dyah, E. (2023). *Riset Sebut Shopee Masih Mendominasi Puncak Pasar E-Commerce RI*. Retrieved from <https://inet.detik.com/cyberlife/d-6791430/riset-sebut-shopee-masih-mendominasi-puncak-pasar-e-commerce-ri>, diakses pada tanggal 08 Agustus 2023
- Fachryana, F.A.H, (2020). Analisa Hukum Islam Pada Akad Transaksi Pembulatan Berat Kiriman di PT Tiki Jalur Nugraha Ekakurir Studi Kasus Cabang Utama Sumatera Utara. *Jurnal Ekonomi, Keuangan, Investasi dan Syariah (EKUITAS)*, 1(2), 92. <https://doi.org/10.47065/ekuitas.v1i2.95>
- Fariana, A, (2017). Urgensi Fatwa MUI dalam Pembangunan Sistem Hukum Ekonomi Islam di Indonesia. *Jurnal Al-Ihkam Jurnal Hukum & Pranata Sosial*, 12(1), 2017, 104. <https://doi.org/10.19105/al-lhkam.v12i1.1191>
- Hidayah, N, (2011). Fatwa-fatwa Dewan Syariah Nasional atas Aspek Hukum Islam Perbankan Syariah di Indonesia. *Jurnal Al-Adalah*, 10(1), 14. <https://doi.org/10.24042/adalah.v13i3.231>

- Jannah, Q. (2021). Transaksi *E-Commerce* Pada *Marketplace* Tokopedia Dalam Perspektif Fatwa DSN-MUI Nomor 110/DSN-MUI/IX/2017 Tentang Akad Jual Beli. *Skripsi Institut Agama Islam Negeri Jember*.
- Keegan J.W dan Green C.M. (2015). *Global Marketing*. Harlow: Pearson Education Limited.
- Kemendikbud, (2023). *Kamus Besar Bahasa Indonesia Versi Online/Daring (Dalam Jaringan)*. Retrieved from <https://kbbi.kemdikbud.go.id>
- Kotler, P. & Armstrong, G. (2015). *Prinsip-Prinsip Pemasaran*. Jakarta: Penerbit Erlangga.
- MUI. (2017). Fatwa DSN MUI No. 112/DSN-MUI/IX/2017 Tentang Akad Ijarah. Jakarta: Dewan Syariat Nasional MUI.
- Naurah, N. (2023). *5 Website E-commerce Terpopuler di Indonesia 2022*. Retrieved from <https://goodstats.id/article/5-website-e-commerce-terpopuler-di-indonesia-2022-JJvgW>, diakses pada tanggal 08 Agustus 2023
- Putri, A.S, dan Zakaria, R. (2020). Analisis Pemetaan E-Commerce Terbesar di Indonesia Berdasarkan Model Kekuatan Ekonomi Digital. Disampaikan pada *Seminar dan Konferensi Nasional IDEC 2020*, 2 November.
- Rerung, R.R. (2018). *e-Commerce Menciptakan Daya Saing Melalui Teknologi Informasi*. Yogyakarta: Deepublish.
- Riyanto, A.D. (2023). *Hootsuite (We are Social): Indonesian Digital Report 2023*. Retrieved from <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2023/>
- Sadya. S. (2023). APJII: Pengguna Internet Indonesia 215,63 Juta Pada 2022-2023. Retrieved from <https://dataindonesia.id/digital/detail/apjii-pengguna-internet-indonesia-21563-juta-pada-20222023>
- Sugiyono, (2020). *Metode Penelitian Kuantitatif, Kualitatif dan R & D*. Bandung: Alfabeta.
- Sujatmiko, E, (2014). *Kamus IPS*, Surakarta: Aksara Sinergi Media.
- Suteja, J. (2023). *Shopee, Tokopedia, dan Lazada, Siapa Juara?* Retrieved from <https://investor.id/business/319585/shopee-tokopedia-dan-lazada-siapa-juara>