

UNIVERSITI TEKNOLOGI MARA

**THE UNDERSTANDING OF E-
COMMERCE IN ISLAMIC CONCEPT
SPECIFICALLY IN SELL AND
PURCHASE ACTIVITY: AN
ANALYSIS AMONG UITM
TERENGGANU, DUNGUN CAMPUS'
STUDENTS**

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Academic writing submitted in partial fulfilment of the
requirements for the degree of
Diploma in Muamalat

Academy of Contemporary Islamic Studies

January 2022

ABSTRACT

People have been selling and buying goods worldwide for centuries; what distinguishes them from time to time is how they are carried out, from trading things for goods to utilising money as a payment to purchase commodities to transferring goods. However, as technology has advanced, e-commerce or online trade activities have been developed to help people with their daily lives. The decision regarding e-commerce is not in the previous *fiqh* books because it was very recently introduced. Modern scholars have agreed that internet trade is permitted as long as it does not contain aspects that violate *syara'*. This strategy is similar to face-to-face selling and generates greater revenue. In light of this, the objectives of this research are to identify the usage of e-commerce among UiTM Campus Dungun's students, to study the understanding e-commerce in Islamic concept among UiTM Campus Dungun's students and to suggest the solution of the issue related to e-commerce in the Islamic concept. This research uses a simple random sampling method where UiTM student Terengganu Dungun campus is randomly selected to interview. In addition, this research also employs a qualitative approach in which students are interviewed to determine their degree of comprehension of e-commerce, particularly online trade, from an Islamic perspective. According to the research, the study's data was evaluated and gathered, and most respondents understood internet trading from an Islamic perspective. It is believed that the findings of this study would help all parties safeguard Muslims from becoming involved in illicit or prohibited commercial activities in Islam. It is also hoped that this research would assist future academics in solving the challenge of research resource restrictions associated with online trading.

ACKNOWLEDGEMENT

In the name of Allah, the Most Beneficent, the Most Merciful. All the praises and thanks to being Allah. Salawat and Salam to Prophet Muhammad PBUH, who enlightened us with Islam.

First and foremost, I want to express my gratitude to God for providing me with the chance to pursue my Diploma and successfully finish this long and difficult road. His mercy and compassion helped me to finish my studies. My supervisor, Dr. Nor Adila Binti Mohd Noor, deserves gratitude, admiration, and thanks. Thank you for your help with this project and your patience, direction, and sharing of ideas. Her professional skills and experience in various study topics motivate me and makes me feel at ease working under her guidance.

Moreover, I also want to thank the respondents for their cooperation and willingness to interview me. They provide me with various new information and motivate me to complete my study.

Furthermore, I would like to express my gratitude to my colleagues and friends for their assistance with this project. Also, I appreciate my father and mother for having the vision and determination to educate me and supporting me from time to time in conducting this research despite their busy schedule.

Finally, this thesis is dedicated to the bittersweet memory of my determination to be a better student in the future. Alhamdulillah.

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