

An Analysis of Islamic Business Ethics in TikTok Influencer Affiliate Marketing Practices

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Abstract: The growing use of affiliate marketing on TikTok has positioned influencers as intermediaries between sellers and consumers, raising ethical concerns regarding the transparency of product information. This study examines TikTok influencers' affiliate marketing practices from the perspective of Islamic business ethics, with particular attention to honesty, transparency, trustworthiness, gharar, and tadlis. A descriptive qualitative approach was employed, using semi-structured interviews with nine participants: four influencers, three consumers, and two Islamic business ethics experts. The data were analyzed through data reduction, data presentation, and conclusion drawing, supported by source triangulation. The findings indicate that influencers generally attempt to avoid exaggerated claims and base their promotional content on their experience with the products. Nevertheless, product shortcomings are not consistently disclosed, particularly when influencers consider their working relationships with sellers. Consumers view transparency and

Abstrak: Perkembangan affiliate marketing di TikTok menempatkan influencer sebagai perantara informasi antara penjual dan konsumen, sehingga menimbulkan persoalan etis terkait keterbukaan informasi produk. Penelitian ini bertujuan menganalisis praktik affiliate marketing influencer TikTok dalam perspektif etika bisnis Islam, khususnya kejujuran, transparansi, amanah, gharar, dan tadlis. Penelitian menggunakan pendekatan kualitatif deskriptif melalui wawancara semi-terstruktur terhadap sembilan informan yang terdiri atas empat influencer, tiga konsumen, dan dua ahli etika bisnis Islam. Data dianalisis melalui reduksi data, penyajian data, serta penarikan kesimpulan dengan triangulasi sumber. Hasil penelitian menunjukkan bahwa influencer berupaya menghindari klaim berlebihan dan mempertimbangkan pengalaman terhadap produk. Namun, kekurangan produk belum selalu disampaikan secara terbuka karena pertimbangan hubungan kerja sama

the accuracy of product information as important factors in developing trust in influencer recommendations. From the experts' perspective, unclear or incomplete information may create elements of gharar, while intentionally misleading information may constitute tadlis. These findings highlight that affiliate marketing can be conducted in accordance with Islamic business ethics when influencers prioritize honesty, transparency, trustworthiness, and responsibility toward consumers.

Keywords: Affiliate Marketing; TikTok Influencers; Islamic Business Ethics; Gharar; Tadlis; Consumer Trust.

dengan penjual. Konsumen menilai transparansi dan kesesuaian informasi sebagai faktor penting dalam membangun kepercayaan. Ahli menilai ketidakjelasan informasi dapat menimbulkan potensi gharar, sedangkan informasi yang sengaja menyesatkan dapat mengarah pada tadlis. Penelitian menegaskan pentingnya kejujuran, amanah, transparansi, dan tanggung jawab influencer dalam menjalankan affiliate marketing sesuai etika bisnis Islam.

Kata Kunci: Affiliate Marketing; Influencer TikTok; Etika Bisnis Islam; Gharar; Tadlis; Kepercayaan Konsumen.

A. Introduction

Many aspects of human life have changed significantly as a result of technological breakthroughs, particularly in the fields of marketing and communication. The advent of the internet as a technological innovation has enabled the rapid and widespread exchange of information, thereby driving the transformation of communication patterns from conventional to digital. This development has also influenced marketing strategies, which have shifted toward digital media—particularly social media—as the primary means of reaching consumers (Hartini et al., 2022). In addition to serving as a means of communication, social media has evolved into a strategic platform for contemporary marketing initiatives. Influencers use social media to build brand awareness, increase engagement with consumers, and drive purchasing decisions through engaging and interactive content (Rosyidi et al., 2025).

In today's digital age, one platform experiencing rapid growth is TikTok. TikTok is not only a source of entertainment but has also evolved into the most strategic tool for promoting products and an effective medium for delivering marketing messages through creative short-form videos. Features such as TikTok Shop and live streaming

allow influencers to promote products directly to consumers. This phenomenon reflects a shift in marketing strategies that can significantly boost consumer interest in purchasing (Mahyunita et al., 2025). In addition, with the rise of digital technology, affiliate marketing has emerged as a rapidly growing marketing model on TikTok. In this system, influencers use links or referral codes to promote products, and they receive a commission for each successful transaction. This marketing model offers extensive economic opportunities because it does not require direct ownership of the product and is supported by easy access to digital technology (Marza & Ningsih, n.d.).

In digital marketing, many young people and adults are becoming TikTok influencers even though they lack in-depth knowledge of marketing from the perspective of Islamic business ethics and are unaware of the quality of the products they are promoting. Many influencers promote products excessively without considering whether the products offered align with consumers' needs and desires. Influencers often promote products but fail to provide clear and accurate information, leaving consumers without a clear understanding of what they are buying. Consumer trust is a key factor that can influence their interest in the services and products being offered; in marketing practice, various issues arise, particularly regarding the transparency of product information. A significant amount of promotional content shared by influencers does not fully reflect the actual characteristics of the product—whether in terms of quality, benefits, or risks associated with its use. This has the potential to cause misunderstandings and erode consumer trust in the products being offered. (Octaryani & Rudwandi, 2026).

There is still room for further research, but a number of previous studies have examined the relationship between digital marketing, influencers, TikTok, and Islamic business ethics. First, Zulfa et al. (2024) examined marketing tactics on TikTok based on the principles of maqashid al-sharia and Islamic business ethics, emphasizing accountability, honesty, and the avoidance of dishonesty. However, because the study employed a literature review methodology, it was unable to document the direct

experiences of influencers or customers regarding affiliate marketing practices. Second, studies on the application of Islamic business ethics in online sales via TikTok have identified issues related to information integrity and shown that influencers can enhance consumer trust. Nevertheless, the study focuses more on online sales practices in general than on the dilemmas faced by affiliate influencers when they must disclose a product's shortcomings. Third, Nurfitriani and Khairan analyzed Islamic business ethics in affiliate marketing within the e-commerce industry and identified issues of transparency and manipulation in affiliate marketing; however, their approach was qualitative and normative, so they did not empirically explore the relationship between influencer practices, consumer experiences, and the assessments of experts in Islamic business ethics. Fourth, studies on influencer marketing show that consumer reactions to commercial content are significantly influenced by disclosure, credibility, and the relationship between the influencer and the customer. Fifth, methods such as two-way communication and sponsor disclosure can influence consumer engagement, and an influencer's competence can enhance the impact of such disclosures, according to a recent international study on influencer marketing. Thus, previous research has tended to address the effectiveness of marketing, purchasing decisions, disclosure, or the compatibility of affiliate marketing with Islamic law separately. An area that remains to be explored is an empirical study of how influencers engage in affiliate marketing, how consumers receive this information, and how these practices are evaluated based on the principles of Islamic business ethics, particularly honesty, trustworthiness, transparency, gharar, and tadlis.

Given this gap, the novelty of this study lies in its effort to link the affiliate marketing practices of TikTok influencers in the real world with an analysis of Islamic business ethics from three perspectives: consumers as information users and buyers, influencers as promoters, and experts in Islamic business ethics as normative evaluators. This study specifically highlights the dilemma that arises when influencers recognize the importance of honesty but, at the same time, do not always disclose all of a

product's shortcomings out of consideration for their working relationship with the seller. Thus, the study not only identifies whether influencers engage in outright deception but also analyzes the line between promotions that highlight a product's advantages and practices that could potentially create uncertainty (gharar) or conceal information that might lead to *tadlis*. This focus is important because recent research on TikTok Affiliate from the perspective of *fiqh muamalah* also emphasizes that affiliate marketing is acceptable as long as it meets transparency requirements and avoids *gharar*, while ethical challenges arise when misleading promotions occur. By using this method, it is hoped that the study will provide a better contextual understanding of the moral boundaries for social media influencers participating in marketing.

Theoretically, this study uses Islamic business ethics as the primary framework for examining the affiliate marketing strategies of TikTok influencers. Islamic business ethics views economic activity not only as a means of generating profit, but also as a means of upholding moral principles and fulfilling obligations toward others. *Sidq* (honesty), *amanah* (trustworthiness), justice, transparency (*tabligh*), and the prohibition against actions involving *gharar* (uncertainty/ambiguity) and *tadlis* (fraud) are the principles relevant to this study. In the context of affiliate marketing, these principles are used to assess how influencers obtain, process, and convey product information to consumers. The book *Islamic Business Ethics: Concepts and Practices* by Muhammad Toriq Nurmadiansyah can serve as a conceptual reference because it specifically addresses the concepts and practices of Islamic business ethics and is available through the UIN Sunan Kalijaga repository. In addition, research on marketing on TikTok from the perspective of Islamic business ethics emphasizes the importance of the principles of honesty, accountability, and the prohibition against dishonesty in digital marketing. Based on this framework, *gharar* in this study focuses on the lack of clarity in information that may affect consumers' understanding of a product, while *tadlis* is analyzed as a form of misleading information or the concealment of important product characteristics that may influence purchasing decisions.

This study aims to examine Islamic business ethics as they relate to affiliate marketing by TikTok influencers, particularly with regard to product selection and transparency of information, adherence to honesty, risks associated with gharar (uncertainty) and tadlis (fraud), and the influencers' obligation to build and maintain consumer trust. This study employs a qualitative methodology that includes interviews with influencers, customers, and experts in Islamic business ethics, as well as observations of affiliate marketing practices on TikTok. This study aims to provide a more holistic understanding of affiliate marketing practices by TikTok influencers through the perspectives of these three informants, while also illustrating the application of Islamic business ethics in balancing commercial interests, consumer demands for transparency, and ethical obligations in digital marketing efforts (Haq, 2025).

B. Research Method

This study employs a descriptive qualitative methodology to examine the affiliate marketing strategies of TikTok influencers from the perspective of Islamic business ethics. This approach is used to understand the informants' experiences and perspectives regarding the presentation of product information and the application of the principles of honesty, transparency, trustworthiness, gharar, and tadlis in marketing activities on TikTok. This study is not intended to statistically measure the relationships between variables, but rather to gain an in-depth understanding of the phenomenon based on the conditions observed in the field (Luthfi Rantaprasaja, 2025).

Research data was obtained from both primary and secondary sources. Nine informants were selected using purposive sampling, and semi-structured interviews were used to collect primary data. The informants consisted of two experts knowledgeable in Islamic business ethics, three customers who had made purchases using affiliate links, and four TikTok influencers involved in affiliate marketing. The interviews were conducted in late May and early July 2026. The codes I1–I4, K1–K3, and A1–A2 were used to protect the informants' identities. Books, scholarly

publications, and academic journals relevant to the research topic served as secondary data sources. The interviews were conducted in a manner tailored to the unique characteristics of each informant. Influencers were interviewed about their knowledge of Islamic business principles, product selection, information presentation, disclosure of product benefits and drawbacks, and promotional claims. For consumers, the interviews focused on their experiences purchasing through affiliate links, the clarity of information, product suitability, and trust in influencers. Meanwhile, experts were asked for their opinions on gharar (uncertainty), tadlis (fraud), honesty, integrity, and transparency in affiliate marketing activities. Three stages of data analysis were conducted: data reduction, data presentation, and the formulation and verification of conclusions. After the data was classified based on the research themes, it was interpreted by relating it to the concepts of Islamic business ethics and previous studies. Source triangulation was applied by comparing data from influencers, customers, and experts in Islamic business ethics to confirm the validity of the data.

C. Results and Discussion

1. TikTok Influencers' Affiliate Marketing Practices in Product Selection and Promotion

Based on the interview findings, the affiliate marketing practices carried out by TikTok influencers involve several stages, ranging from obtaining information or partnership offers, selecting products, testing specific products, creating promotional content, to directing consumers to products through the yellow shopping cart or storefront features. These practices demonstrate that influencers not only serve as content creators but also act as intermediaries between sellers and consumers.

One of the influencer informants explained that they first learned about affiliate marketing after receiving information from fellow TikTok users. After understanding how it works, the informant then signed up as an affiliate and began promoting various types of products. The products promoted were quite diverse, ranging from food, perfume, and clothing to other items. However, there is a certain degree of selection

regarding products deemed appropriate based on the informant's experience and ability to explain them. For example, an informant stated that they did not choose a skincare product because they do not use such products. When it comes to food products, informants typically try the product first before creating promotional content.

The findings indicate that the affiliate marketing practices examined in this study do not entirely follow a pattern of accepting and promoting all products without consideration. Influencers make an effort to familiarize themselves with products before promoting them, although the extent of this familiarity varies from one product type to another. The informant explained that food products tend to be tried out first, whereas non-food products are sometimes promoted immediately based on the available information.

These findings are consistent with the research by Zuliyana and Itmam, which shows that TikTok Affiliate practices involve a collaborative process between affiliates and product providers, while the commission system is related to the concept of *ju'alah* in *muamalah fiqh*. The affiliate program is essentially permissible according to a review of *fiqh muamalah* (Islamic commercial law), based on further research into TikTok's affiliate commission system, provided there are clear terms and conditions, the products are halal, and the program is implemented fairly and transparently (Zuliyana & Itmam, 2024).

From the perspective of Islamic business ethics, the process of selecting and introducing products is important because influencers bear responsibility for the information they convey to consumers. An affiliate marketer should not only consider the potential commission but also assess whether the product is worthy of recommendation. This was reinforced by an expert informant who stated that affiliates must understand the products they are marketing so as not to convey information that does not reflect the actual situation (Najib Muhammad Iqbal1, 2024).

Thus, the practice of affiliate marketing in this study reveals two concurrent interests: a commercial interest—earning commissions—and a communicative

interest—providing product information to consumers. Ethical issues arise when commercial interests influence how influencers select and convey information about products.

2. Honesty and Transparency in Providing Product Information

The research findings indicate that honesty is one of the values recognized by influencers, but its application in conveying product information does not yet fully cover all aspects of the product. Influencers admit that they strive to explain products in detail, such as the taste, texture, benefits, and characteristics of the product. However, information regarding the product's shortcomings tends not to be openly shared with the audience.

One of the influencer informants clearly stated that product flaws are not usually discussed in detail due to collaborative relationships with sellers. When they discover a specific flaw, the informants prefer to convey this information directly to the product owner after the review process. Thus, there is a difference between the information provided to the product owner and the information provided to consumers.

This tendency becomes even more apparent when the informant gives an example: if a food product has a less-than-ideal taste, they may choose to focus on other aspects considered positive, such as texture, seasoning, or crispness. According to the informant, this approach is taken to avoid telling a lie, but at the same time, the product's shortcomings are not explicitly revealed to consumers.

From the consumers' perspective, these findings indicate that transparency plays a crucial role in shaping trust in influencers. The consumers in this study stated that product information must be clear because they need to know the product's condition before making a purchase. Consumers also reported having encountered products that did not fully match the information provided by influencers—for example, discrepancies between the quality of clothing materials and the descriptions they had

previously received. Consumers also noted that exaggerated claims are still common in the promotion of certain products, particularly skincare products.

These findings indicate a gap between influencers' understanding of honesty and consumers' expectations regarding transparency. Influencers believe that as long as they do not provide false information, they are not lying. Meanwhile, consumers view honesty as not merely refraining from providing false information, but also not withholding important information that could influence purchasing decisions (Anand Jhawar, Sanjeev Varshney, 2026).

In research on sponsorship disclosure, transparency regarding influencers' commercial relationships with the parties they promote has proven to be a key issue in influencer marketing communications. A meta-analysis by Liu and Zhao, which combined 288 effect sizes from 37 studies, showed that sponsorship disclosure enhances consumers' ability to recognize the persuasive intent of content and improves brand recall, although its impact on credibility may vary depending on the characteristics of the disclosure. The study by Jia, Fu, and Dai also specifically examined the relationship between sponsorship disclosure, trust in the endorser, attitudes toward the product, and purchase intent (Anand Jhawar, Sanjeev Varshney, 2026).

In Islamic business ethics, transparency is not only about providing information regarding the existence of a business partnership, but also about accurately disclosing the condition of the goods being bought and sold. Therefore, highlighting a product's advantages does not automatically constitute an ethical violation. An ethical issue arises when the information that is intentionally withheld is material information that could influence consumer decisions (Nurfitrani, Ika, 2025).

These findings are consistent with research on Islamic business ethics in affiliate marketing, which shows that affiliate marketing can, in principle, be conducted within a Sharia framework; however, issues such as a lack of transparency and manipulation can erode consumer trust.

3. The Potential for Gharar and Tadlis in Affiliate Marketing Practices

One of the key findings of this study relates to the potential for gharar and tadlis in the communication of product information. Based on the interview results, gharar does not primarily arise in affiliate commission mechanisms because expert informants assessed that this aspect is relatively transparent. Issues arise more frequently due to ambiguity regarding product conditions when affiliates do not have firsthand knowledge of the product or when certain information about the product is not communicated to consumers.

An expert source explained that an affiliate marketer must be familiar with the products being marketed. If an affiliate marketer relies solely on the description provided by the seller without knowing the actual condition of the product, there is a possibility that the information received by consumers will not match the product's actual condition. In this context, uncertainty regarding the condition of the goods can constitute a case of gharar.

Interviews with influencers revealed that there is a practice of not fully disclosing a product's shortcomings. One informant gave an example: if there is an issue with a food's texture, they might choose to focus on the taste or other aspects considered more positive. The informant explained that they did not want to lie, so they chose not to mention the aspect they considered a shortcoming.

From the consumer's perspective, this practice can cause problems when an undisclosed shortcoming turns out to be a key factor in the purchasing decision. Consumers in this study reported having experienced a discrepancy between the product description they received from an influencer and the product they actually received. Although such cases do not always occur, this experience shows that incomplete information can lead to a discrepancy between expectations and reality.

In this context, the study does not conclude that all such influencer practices automatically constitute gharar or tadlis. The analysis is more appropriately focused on the potential for gharar or tadlis to occur when the information that is not disclosed

relates to the material characteristics of the product and could influence consumer decisions.

Tadlis is distinct from mere promotion. If an influencer highlights a product's benefits based on genuine experience, that action can still be understood as part of promotional activities. However, if an influencer presents a picture that does not match reality or intentionally creates a misleading perception, the issue of tadlis becomes more serious (Sofiana & Syariah, 2026).

This finding is supported by research by Arifin, Juhariyanto, and Alfiyanto, which explains that the TikTok Affiliate program can be categorized as a legitimate partnership under muamalah fiqh as long as it complies with Sharia requirements, including transparency and the absence of gharar. The study also identified challenges in the form of misleading promotions, highlighting the need to strengthen ethical guidelines for affiliates (Kelibia et al., 2026).

Recent research on TikTok affiliate marketing from an Islamic economics perspective also indicates that affiliate practices are conceptually acceptable, but their suitability remains limited due to the potential for content manipulation and unclear product information. These findings are relevant to this study because the main issue lies not in the existence of affiliate marketing itself, but in how product information is conveyed to consumers (Lutayya et al., 2026).

Thus, the research findings show that the risks of gharar and tadlis in affiliate marketing lie more in the aspect of information communication than in the commission-paying mechanism itself. The less important information consumers receive, the greater the likelihood of ambiguity and perceptions that do not align with the product's actual conditions (Mushonef & Kholis, 2025).

4. The Trust and Responsibility of Influencers in Affiliate Marketing

Research shows that the concept of trust is a key component of affiliate marketing strategies, alongside honesty and transparency. Influencers have the ability to influence consumers through their experiences, communication style, and level of closeness with

their followers. Therefore, the recommendations made by influencers can be viewed as a form of trust that consumers place in them (Bahtiar et al., 2023).

The influencer informant recognizes that it is important to maintain followers' trust. One way to do this is by avoiding overly exaggerated claims. The informant stated that making claims that are too exaggerated can lead consumers to have unrealistically high expectations and ultimately erode their trust if the product they receive does not match the description in the content.

The findings show that influencers actually understand the relationship between honesty and consumer trust. However, at the same time, a dilemma still arises when influencers collaborate with sellers. Informants stated that product shortcomings are not always communicated to consumers due to existing collaborative relationships and prior agreements with the product owners.

From the perspective of experts in Islamic business ethics, this situation indicates that an influencer's responsibility does not end with earning a commission. Influencers are viewed as part of the marketing chain and bear the responsibility to vet products before recommending them to the public. Expert informants even describe affiliates as acting as a filter—that is, they do not provide promotional space for products that are harmful, unsuitable, or contain misleading information (Kelibia et al., 2026).

This perspective broadens our understanding of trust in affiliate marketing. Trust doesn't just mean fulfilling an agreement with the seller, but also fulfilling responsibilities toward consumers. In other words, influencers have two sets of responsibilities: one toward the partner they're working with and one toward the consumers who receive their recommendations.

To ensure that affiliate activities are not merely commission-driven, research on Islamic business ethics in affiliate marketing also emphasizes the importance of trustworthiness, transparency, and accountability. Meanwhile, research on the relationship between affiliates and sellers from the perspective of Sharia economic law

indicates that this cooperative relationship must be understood in conjunction with the legal consequences and responsibilities of each party (Hidayati et al., 2026).

Thus, the principle of trustworthiness in this study can be understood as an influencer's willingness to consider consumers' interests in addition to the interest in earning commissions. The greater an influencer's influence on purchasing decisions, the greater the ethical responsibility attached to those recommendations.

5. Affiliate Marketing, Islamic Business Ethics, and Consumer Trust

Recent findings indicate that affiliate marketing is closely linked to consumer trust. Consumers in this study reported that influencers can influence their purchasing decisions. The availability of discounts or special benefits that customers receive when making purchases through affiliate links is one of the factors that influence purchasing decisions. Thus, influencers not only serve as conveyors of information, but can also be one of the factors that encourage consumers to make purchases (Nurfitriani, Ika, 2025).

However, this influence does not always result in a positive experience. Consumers state that discrepancies between the information provided and the actual condition of the product can lead to disappointment. Consumers also note that overly exaggerated promotions—particularly false claims—can cast doubt on the influencer's credibility.

The findings show that consumer trust is dynamic. Trust can be built when consumers feel that the information provided is clear and that their purchasing experience meets their expectations. Conversely, trust can diminish when consumers discover inaccurate information or feel that product shortcomings have been intentionally withheld.

These findings are consistent with international research on influencer marketing, which shows that strategies for disclosing commercial relationships are linked to how consumers perceive influencers and the products they promote. Research by Saturnus, Mihale-Wilson, and Hinz also indicates that disclosure strategies can have varying

effects on user engagement, user sentiment, influencer credibility, brand attitudes, and purchase intent (Hamdi, n.d.).

From the perspective of Islamic business ethics, trust is viewed not only as a means to increase sales, but also as the result of applying the principles of *ṣidq* (honesty), *amanah* (trustworthiness), justice, and transparency. Influencers who convey information responsibly are more likely to maintain their followers' trust over the long term (Najib Muhammad Iqbal1, 2024).

This reinforces the expert informant's view that honesty is a source of trust. According to the informant, if influencers continue to provide recommendations that reflect reality, consumers will trust them more and are likely to become loyal customers. Conversely, if influencers promote products that are unsuitable or harmful to consumers, a purchase may occur once, but consumers are unlikely to make repeat purchases (Susilowati et al., 2024).

Thus, the relationship between affiliate marketing and consumer trust in this study is not determined solely by influencers' ability to create engaging content. Trust is also shaped by the quality of information, transparency, consumer experience, and influencers' consistency in maintaining honesty.

6. Summary of Findings: Influencers' Ethical Dilemma Between Commercial Interests and Responsibility to Consumers

Based on the overall findings of the study, there is one main issue that serves as a common thread in TikTok influencers' affiliate marketing practices: the dilemma between commercial interests and ethical responsibility toward consumers.

On the one hand, influencers earn money through commissions on product sales. Therefore, they need to make the products look appealing to encourage customers to buy them. On the other hand, influencers have a responsibility to provide accurate information to consumers.

This dilemma is clearly evident in the statement made by informant I1

“We don’t really talk about shortcomings, on average. After all, this is a collaboration. Of course, if there are any shortcomings, there’s no need to bring them up.”

(I1, Influencer, interview)

Meanwhile, Informant I2 also acknowledged that he tends not to disclose the product’s shortcomings as a whole to the audience out of consideration for his relationship with the product owner.

This situation contrasts with the view of consumers, who believe that product information must be disclosed openly so that they can make informed purchasing decisions. This contrast becomes even more apparent when compared with the views of experts in Islamic business ethics, who emphasize the obligation to disclose product details honestly.

Thus, this study found that the scope of ethical issues in affiliate marketing extends beyond the mere presence or absence of direct deception to include the transparency of information relevant to consumers.

If the withheld information is such that it could influence consumer decisions, then this practice warrants attention from the perspective of Islamic business ethics. Conversely, if the information that is not disclosed is subjective and does not affect the substance of the product, further consideration is needed before classifying it as *gharar* or *tadlis* (Zuliyana & Itmam, 2024).

This finding is significant because it shows that affiliate marketing is not automatically at odds with Islamic business ethics. The affiliate system is essentially a marketing tool. The ethical issue lies in how influencers fulfill their role as providers of information and product recommendations.

Therefore, it is crucial for affiliate marketing strategies to embody the values of *ṣiddiq* (honesty), trustworthiness, fairness, and transparency, while avoiding *gharar* (uncertainty/ambiguity) and *tadlis* (fraud). It is not enough for influencers to simply avoid lying; they must also consider whether the information they provide gives

consumers a clear enough picture to make informed decisions (Umayyah & Sholichah, n.d.).

D. Conclusion

Based on the research findings, affiliate marketing by TikTok influencers is essentially a form of digital marketing that can be conducted in accordance with Islamic business ethics, provided that the process of conveying product information is carried out honestly, transparently, and in good faith, and does not contain any elements that are detrimental to consumers. The practices identified in the study include product selection, product introduction or testing, the creation of promotional content, and the use of affiliate links and storefronts as a means of directing consumers to the products being offered.

Research has found that influencers are already aware of the importance of honesty, particularly by striving to avoid exaggerated claims and providing reviews based on their personal experiences with products. However, the application of this principle has not yet been entirely consistent. The main issue arises when influencers are aware of product flaws but choose not to disclose them openly to consumers in order to maintain business relationships and out of consideration for each consumer's individual preferences. Consumer findings indicate that clarity of information, transparency, and consistency between promotional claims and the actual condition of the product are key factors in building trust. Meanwhile, experts in Islamic business ethics argue that influencers have a responsibility not only to product owners but also to consumers, who rely on information from promotional content to make purchasing decisions.

From the perspective of Islamic business ethics, this incident indicates the possibility of *gharar* (uncertainty or ambiguity) when important information regarding the condition of a product is not adequately disclosed, thereby limiting consumers' understanding of the goods they intend to purchase. Meanwhile, *tadlis* may occur when

actions are taken that intentionally present an inaccurate or misleading description of a product. Thus, not every instance of missing information can automatically be classified as *tadlis*; rather, the degree of intent, the relevance of the concealed information, and its impact on consumer decisions must be taken into account when evaluating it. This is an important finding of the study because ethical issues in affiliate marketing arise both from outright dishonesty and from the extent to which influencers fulfill their transparency obligations regarding customer information.

This study confirms that an influencer's responsibility in affiliate marketing extends beyond simply generating transactions and commissions. Influencers serve as intermediaries of information who can influence consumer decisions; therefore, they have a moral responsibility to select products carefully and convey information in a balanced manner. Developing a profitable affiliate marketing strategy that is also consistent with Islamic business ethics requires the application of the principles of *shiddiq* (honesty), *amanah* (trustworthiness), justice, and transparency, as well as the avoidance of *gharar* (uncertainty/ambiguity) and *tadlis* (fraud). Therefore, it is necessary to improve influencers' understanding of Islamic business ethics and strengthen transparency in affiliate content so that commercial interests do not override consumers' right to accurate and adequate information.

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