
ANALYSIS OF THE APPLICATION OF BUSINESS ETHICS IN ONLINE BUYING AND SELLING TRANSACTIONS ON THE SHOPEE MARKETPLACE

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Latar Belakang: Pada transaksi jual beli secara online, seorang penjual dituntut bersikap tidak kontradiksi secara disengaja antara ucapan dan perbuatan dalam bisnisnya. Penjual harus memiliki amanah dengan menampilkan sikap keterbukaan, kejujuran, pelayanan yang optimal, dan berbuat baik dengan segala hal, apalagi berhubungan dengan pelayanan masyarakat.

Tujuan: bertujuan untuk menganalisis penerapan etika bisnis dalam transaksi jual beli secara online pada marketplace shopee. Jenis penelitian ini adalah *yuridis-normati* atau penelitian hukum normative.

Metode: Jenis penelitian ini adalah *yuridis-normati* atau penelitian hukum normative.

Hasil: Hasil penelitian menunjukkan bahwa: penerapan etika bisnis dalam transaksi jual beli secara online pada marketplace shopee, belum menerapkan etika bisnis yang baik. Karena masih adanya perbuatan bohong dan juga memposting gambar yang tidak sesuai dengan aslinya.

Kesimpulan: Dari pembahasan dalam penelitian ini maka dapat didimpulkan bahwa penerapan etika bisnis dalam transaksi jual beli secara online di marketplace shopee masih belum menerapkan etika bisnis dengan baik. Karena pihak penjual masih melakukan diskriminasi kepada pembeli.

Kata kunci: Etika Bisnis; Jual Beli Secara Online; Marketplace Shopee

Abstract (English)

Background: In online buying and selling transactions, a seller is required to not intentionally contradict his words and actions in his business. The seller must have a mandate by displaying an attitude of openness, honesty, optimal service, and doing good with all things, especially in relation to public service.

Objective: aims to analyze the application of business ethics in online buying and selling transactions on the shopee marketplace. This type of research is juridical-normative or normative legal research.

Methods: This type of research is juridical-normative or normative legal research.

Results: The results show that: the application of business ethics in online buying and selling transactions on the shopee marketplace, has not implemented good business ethics. Because there are still acts of lying and also posting pictures that do not match the original.

Conclusion: From the discussion in this study, it can be concluded that the application of business ethics in online buying and selling transactions in the shopee marketplace still has not implemented business ethics properly. Because the seller still discriminates against the buyer.

Keywords: Business Ethics; Buying and Selling Online; Shopee Marketplace

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BAKGROUND

Globalization brings influence in many fields, one of which is technology. The development in the field of technology is certainly a very rapid development now. In the business world, technology is certainly very easy for humans to be able to fulfill their needs which are the obligations of religion. The advantages of technology are certainly very many, one of which is that it can be used as a trading medium because it is considered practical, fast and easy by the community. This reason makes many people more interested in buying and selling transactions using the internet (Aziz, 2013).

Buying and selling online certainly provides benefits to consumers, such as: (1) Buyers are simply connected to the internet and then can make buying and selling transactions, so there is no need to go to the store, (2) minimize transportation costs and shopping time because they can place orders through internet media intermediaries. , (3) there are various choices offered so that we can compare all the products and prices offered before placing an order, (4) through the internet buyers can buy goods from various countries easily, (5) The prices offered are very competitive because the level of competition is so high that they offer the lowest possible price to attract attention (Bakker & Charris, 2005).

But besides the benefits, of course there are also disadvantages, including: (1) the product cannot be tried, (2) the standard of the goods does not match, (3) the delivery is expensive, (4) there is a risk of fraud. To avoid fraud, this online trading offers a COD (Cash On Delivery) system. Through this COD system, before the transaction is considered a "deal" the buyer can check directly and if the goods obtained are not appropriate, a "refund" or return of goods can be made so that of course greatly minimizes fraud (Marzuki, 2013).

The most commendable action needed in a business is to be able to maintain trust. Now at this level, the business is not only making profit but also able to maintain the existence of the business and increase its expansion. Loyalty, of course, exists because of trust. The higher the trust given, the higher the consumer loyalty to the company. There are five forms of actions related to the maintenance of trust. First, maintain the quality of goods. Second, maintain the quality of service. Third, maintain market segmentation. Fourth, maintain the leadership style. Fifth, maintain organizational values (Azizah, 2020).

As we know, until now there are many e-commerce sites or online buying and selling sites that exist and of course have their own advantages and disadvantages (A'yun, Chusma, Putri, & Latifah, 2021). But the most popular in Indonesia are: Shopee, Bukalapak, Tokopedia, Lazada, Blibli, Zaalora, Bhineka and others. From some of these buying and selling sites, Shopee can be said to be a new marketplace in the realm of Indonesian e-commerce because Shopee only existed in 2015 which is relatively new compared to other existing marketplaces.

This marketplace from Singapore claims that the online shopping services offered carry the concept of a special mobile marketplace from consumers to consumers. With a combination of social media elements, buyers or sellers can directly interact without having to leave the shopee application. Shopee also presents a “Live Chat” feature that makes the shopee marketplace different from the others. Through this Live Chat feature, buyers can directly chat with the seller or shop to negotiate the price of the item they want to buy or can also ask for details of the item being sold (Harziko, 2019).

Based on research by Business Development Director Snapchat Asia Pacific (BD2SAP). Snapchat has surveyed the shopping behavior in e-commerce in Indonesia, from the survey there are three e-commerce that are beneficial to the community and the most widely used are Shopee, Tokopedia, and Lazada. This Snapchat research was conducted using a survey method via an application in January 2018 involving 6,123 respondents. Based on the latest research on Snapchat, 37% of respondents answered that they most often use Shopee to shop online in Indonesia. In buying and selling online, of course, the seller is required to be a responsible person both verbally and in action in his business. Sellers are required to be right on promises, on time, admit weaknesses and shortcomings, always improve the quality of the goods or services they provide. Sellers must also be trustworthy by displaying an attitude of openness, honesty, optimal service and of course they must also do good, especially in relation to community service (Junaidi, 2022).

RESEARCH METHODS

Every scientific activity to be more directed and rational requires a method that is in accordance with the object being discussed, because the method is very important in determining how to do something in order to get maximum results. As seen in the title, the object of this research is buying and selling online. This type of research is juridical-normative or normative legal research. The normative juridical approach is used to analyze the norms of legislation with reference to legal certainty and the value of justice in society (Koswara, 2016).

While the nature of this research is descriptive-analytical research. Descriptive research has the characteristic of focusing on solving problems that exist in the present, then the data collected is compiled, explained, then analyzed. While what is meant by analytic is to describe the facts being studied are connected and examined juridically by using an analytical knife in the form of laws and regulations, theories of legal science and the opinions of legal experts so that they can answer the main problems as stated in this research problem (Uthman, 2014).

This study uses primary and secondary data. Primary data is research material in the form of rules, norms about business ethics and the concept of buying and

selling online which is documented in various records, besides that, interviews with parties who have made online buying and selling transactions in the shopee marketplace will be conducted. While secondary data is legal material in the research taken and literature study consisting of primary legal materials, secondary legal materials and non-legal legal materials.

The data collection technique used in this research is using literature, documentation, and interviews (Faradina, 2017). The literature and documentation are used to obtain a theoretical basis in the form of opinions or writings from experts to obtain information in the form of formal and non-formal provisions. Interview data were obtained from sellers and buyers who had been involved in buying and selling transactions on the shopee marketplace. Secondary data and primary data obtained in this study were then arranged systematically and then analyzed. This process will be carried out by means of inductive thinking, namely drawing the common values contained in various legal norms and legislation to be further formulated in general. The analysis procedure used in this research is normative qualitative analysis. This research becomes the library material as the main focus. This literature review is carried out to find out to what extent this problem has been written or researched by others, then it will be reviewed what was written, how the approach and methodology are, whether there are similarities or differences (Azizah, 2020).

RESULTS AND DISCUSSION

Business ethics are rules related to manners, manners in doing business (Kom, 2021). Ethics in business is very much needed, especially online business, why? Because in this online business we do not meet each other with buyers or customers, so to convince them, we must first understand business ethics, so that there is no disappointment that harms one party. There are several business ethics that must be applied by sellers when buying and selling online: Honest; The initial capital in doing business is that we must be honest, whether it's the work we will do later, the goods we will sell, the quality of the goods, the contents of the web, everything must be based on honesty, friendly; Being friendly is not only through speaking directly by using good words, politeness in promoting our products, in replying to messages asked by buyers, it also includes being friendly, keeping promises; This promise is very, very we must pay attention to, check the order of goods.

If we promise how long it will take for the goods to be processed and sent, we must adjust them, so that there is no customer disappointment because they do not match the promises given. Fair here means that the quality of the goods must be adjusted to the price, lest we sell goods at high prices but the quality of the material is not very good. Because it will make buyers will not repeat to shop at the online shop owned. Care for customers; Now we have to hear complaints from

customers, so that their annoyance with something that is less pleasing to them can be cured, one of them is by apologizing. Responsibilities, Sellers must be responsible for the stores they have, must be quick to respond to responses from customers so that customers can feel comfort. Be patient ; Sellers must also be very patient, because online businesses are not always crowded. For that you have to learn to be patient.

There are some business ethics that buyers must apply when buying and selling online: Don't use PHP; If there is no intention to buy the merchandise, don't ever contact the seller and then just disappear without any news at all. This is most often done by unstable buyers. Or if at first you want to buy it suddenly cancels because of other reasons, it's better to be honest because it will be better than the seller's PHP-in (Setiawan, 2021). Be patient; Not only sellers who have to be patient when replying to buyer messages one by one. In order to be served well, you must be patient while waiting for a reply message from the seller. Especially when shopping at stores that are known for their quality, more other buyers will order. Therefore, understand that the seller is also a human being, there is no need to send chats over and over again, just wait and sit back, they will definitely be replied to. Don't Be Chatty; There's nothing wrong with asking about the goods, but don't be too fussy with the seller because they are just ordinary people who have 2 hands that are used to reply to buyers' messages one by one. If the seller of your choice is trusted, you shouldn't have to worry about your order, it will definitely arrive. To say thanks; Happiness doesn't have to come from big things. You can start by saying "Thank you". It may seem trivial and simple, but it can mean a lot to someone who accepts it. Apply this word every time you end a chat with the seller, so the seller will feel happy because he has been given an appreciation. Don't Forget Testimonials; If the goods ordered have arrived and are safe, don't forget to give a testimonial. These testimonials are very meaningful to the seller, because the quality of the store can be seen from the testimonials given. Of course the seller will be happy if the buyer gives the best testimonial. The application of business ethics in online buying and selling transactions in the shopee marketplace include: Application of the Principle of Unity This unity principle combines all aspects of life such as the economic, political, social fields into a homogeneous whole and emphasizes the concept of concentration and overall order.

In the practice of buying and selling online in the shopee marketplace, when holding a buying and selling process, the seller of course posts pictures using fake images. It is said to be fake because it is not an original photo, but a photo that has gone through the editing process so that it can cover the shortcomings of the product. The seller of course did this not without reason. This is done to attract buyers. So it often happens that things seen in the online store is different from the goods purchased. The researcher analyzed that the act violated

the principle of unity. Because in this unitary principle the seller will not discriminate between the seller and the buyer. However, in this case the seller is lying to the buyer by posting goods that have gone through the editing process which is certainly different from the goods that arrive in the hands of the buyer later. Of course this will cause disappointment on the part of the buyer.

Application of the Principle of Balance; The principle of balance on the economic plane determines the best configuration of activities, with a clear understanding that the needs of all community members take precedence over the real resources of the community. Thus the balance between buyers and sellers is very important. Based on the data obtained, it is clear that buying and selling online in the shopee marketplace is not in accordance with the principle of balance which is very concerned about the rights of the buyer and the rights of the seller. So it's best when making a transaction the seller is not only selfish but also must pay attention to the interests of the buyer. If the buyer needs information about the goods to be purchased, the seller must explain the goods to the buyer in detail and without being hidden.

Application of the Principle of Free Will; Freedom is an important part of doing business, as long as this freedom does not harm others. The application of the concept of free will in business ethics is that humans have the freedom to make contracts, keep them or even break them. Freedom here is certainly very influential on purchasing decisions. For example, when making a purchase, one party does not impose coercion on the other party. So that the buying and selling transactions that take place are indeed on the basis of their own desires. In online buying and selling transactions in the shopee marketplace, the seller never forces consumers to buy the merchandise they sell, the buyer of course buys goods on the basis of his own will and without coercion from any party. Therefore, the application of the principle of free will is very well applied to this online buying and selling transaction.

Application of the Principle of Responsibility; Freedom without limitations is something that is impossible for humans to do without accountability to meet the demands of justice, therefore humans need to be held accountable for their actions. This principle is very closely related to the previous principle, namely free will. In online buying and selling transactions in the shopee marketplace, when the goods that have been purchased arrive in the hands of consumers and get discrepancies, especially regarding goods that do not match the picture, causing disappointment on the part of the buyer. When the seller does not want to be responsible for the reason that he does not accept complaints in any form, it is clear that in buying and selling online on the shopee marketplace, he does not apply the principle of responsibility. Should there be a discrepancy in the goods that have been sent, the seller must be responsible for replacing the one according to the buyer's expectations.

Application of the Principle of Truth; The truth here is honesty. In the business context, the truth is the intention, attitude, and correct behavior. With this principle of truth, it is very safe for the possibility of loss to one of the parties conducting the transaction. Based on data obtained from online buying and selling transactions on the shopee marketplace, when sellers install the images they sell do not match the original images. Most sellers post merchandise that has gone through the editing process, of course, for various reasons. Such as so that the merchandise sells, and also to attract the attention of buyers.

CONCLUSION

From the discussion in this study, it can be concluded that the application of business ethics in online buying and selling transactions in the shopee marketplace has not implemented business ethics properly. Because the seller still discriminates against the buyer. The seller still posts pictures that don't match the original product. The seller still thinks about his own interests without thinking about the rights of the buyer. If there is a discrepancy in the goods purchased, the seller does not receive a complaint from the buyer, so of course it causes a sense of disappointment to the buyer because the goods purchased are not as desired.

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