SELLING AND BUYING TRANSACTION MANAGEMENT INFORMATION SYSTEM ANALYSIS : CASE STUDY *ONLINE SHOP* TATY WHOLESALE IN MAKASSAR

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Abstrak

Artikel ini bertujuan untuk menganalisis sistem informasi dalam praktik jual beli studi kasus pada *online shop* Taty Grosir di Makassar. Dalam proses interaksi dengan konsumen dibutuhkan profesionalisme dan sistem manajemen yang baik agar konsumen dapat merasakan kemudahan serta kenyamanan dalam bertransaksi. Menjamurnya *Online Shop* menjadi suatu tantangan bagi para UMKM untuk terus melakukan inovasi dan kreatifitas dalam bertransaksi dengan dukungan teknologi informasi. Hal utama yang akan diungkap dalam penelitian ini yakni bagaimana transaksi jual beli yang baik dan benar kaitannya dengan nilai-nilai Islam yang sejauh ini masih abai dalam jual beli *online*. Penelitian ini menggunakan penelitian lapangan dengan analisis deskriptif kualitatif. Teknik pengumpulan data dengan melakukan observasi, wawancara dan dokumentasi. Hasil penelitian menyajikan temuan bahwa sistem informasi manajemen transaksi jual beli pada platform *online shop* Taty Grosir di Makassar diimplementasikan melalui serangkaian langkah-langkah dalam proses jual beli, termasuk penjualan, identifikasi pembeli, negosiasi, pelaksanaan transaksi jual beli, hingga pengiriman barang. Selain aspek teknis, penelitian ini juga menginternalisasikan sifat Nabi Muhammad kaitannya dengan prinsip-prinsip etika Islam, khususnya dalam konteks kegiatan jual beli. Adanya nilai-nilai ini tercermin dalam sikap dan perilaku yang mencerminkan sifat-sifat Nabi Muhammad Saw, seperti *Sidiq* (jujur), amanah (dapat dipercaya), *tabligh* (menyampaikan), dan *fathanah* (cerdas dan kreatif). Dengan demikian, penelitian ini tidak hanya memfokuskan pada aspek teknologi dalam sistem informasi, tetapi juga menggambarkan bagaimana prinsip-prinsip moral dan etika Islam tercermin dalam praktik jual beli online yang dilakukan oleh Taty Grosir di Makassar.

Kata kunci: Sistem Informasi Manajemen, Transaksi Jual Beli, *Online Shop,* Grosir Taty Makassar

Abstract

This article aims to analyze the information system in buying and selling practices in case studies at the Taty Grosir online shop in Makassar. In the process of interacting with consumers, professionalism and a good management system are needed so that consumers can experience ease and comfort in transactions. The proliferation of online shops is a challenge for MSMEs to continue to innovate and be creative in making transactions with the support of information technology. The main thing that will be revealed in this research is how good and correct buying and selling transactions are related to Islamic values which have so far been neglected in online buying and selling. This research uses field research with qualitative descriptive analysis. Data collection techniques include observation, interviews and documentation. The research results present findings that the buying and selling transaction management information system on the Taty Grosir online shop platform in Makassar is implemented through a series of steps in the

buying and selling process, including sales, buyer identification, negotiation, implementation of buying and selling transactions, and delivery of goods. Apart from technical aspects, this research also highlights the values of da'wah related to Islamic ethical principles, especially in the context of buying and selling activities. The existence of these values is reflected in attitudes and behavior that reflect the characteristics of the Prophet Muhammad, such as Sidiq (honest), amanah (trustworthy), tabligh (convey), and fathanah (intelligent and creative). Thus, this research not only focuses on technological aspects in information systems, but also describes how Islamic moral and ethical principles are reflected in the online buying and selling practices carried out by Taty Grosir in Makassar.

A. INTRODUCTION

This article discusses the information management system in online buying and selling transactions, a case study of the wholesale Taty Online Shop in Makassar which focuses on technical aspects in relation to the Islamic values implemented therein. Advances in technology and information over time have resulted in very significant changes in human life (I Azka 2023). This change can be seen from the transformation in the way humans communicate, interact, work and engage in various daily activities, both at the individual and group levels (Rustandi 2020). The presence of information media and data processing tools is an essential need for every individual today, so that they can play a supporting role in carrying out various daily activities from various aspects of life (Ibnu Azka and Syahputra 2023).

Currently, computer technology and the internet are no longer considered expensive and difficult to find, instead they have become basic needs in processing and exchanging information, both locally and globally (Haddad and Draxler 2002). The use of this technology is not limited to certain purposes, but can be used for various needs and purposes, including for business activities and various other activities (Kosasi 2015). Management information systems (MIS) have become a crucial element in company progress in the contemporary era (Mappa Commander of Appeals, Roni Padliansyah 2021). Awareness of its significance in integrating management with information technology is the main driver for company development.

In this context, the more structured and orderly the implementation of management information systems in a company, the greater the progress that the company can achieve (Alawamleh et al. 2021). Effective and efficient information management through management information systems is not only a necessity, but also the main foundation in increasing a company's competitiveness and productivity in an ever-growing market. (Mithas, Ramasubbu, and Sambamurthy 2011).

Buying and selling, as a form of activity of exchanging goods with the intention of owning them, is experiencing rapid development in line with advances in technology and the internet (Fageh 2022). Now, buying and selling is no longer an activity limited to conventional methods but can be done anywhere and at any time thanks to various means of communication between sellers and buyers, such as websites, e-mail, Whatsapp, Facebook, Instagram and various other

platforms (Ridwan, Masrul, and Juhaepa 2018). By using the Facebook platform, users have the opportunity to promote the products, goods or services they offer by creating posts or uploading photos accompanied by detailed descriptions. Interestingly, Facebook not only reaches a large number of users, but also more than half of them access the platform every day. This platform became popular for carrying out buying and selling transactions before the proliferation of other platforms such as Instagram and Tik-Tok (Masriansyah 2020).

Taty Grosir, which is known as a leader in the furniture industry in Makassar, has emerged as a positive example in the use of social media, especially the Facebook platform. It cannot be denied that the shift in consumer behavior which is increasingly inclined to interact online has been the main catalyst in the growth of interest in online shopping (Fathollah Seyed et al. 2011). Therefore, Taty Grosir takes advantage of active interaction opportunities with Facebook users as a strategy to achieve success in its business. The Prophet Muhammad SAW is Taty Wholesale's reference in running its business, this is because the Prophet Muhammad is considered the main role model for Muslims, and his superior characteristics include four noble qualities, namely Sidiq, Amanah, Fatanah, and Tabligh.

In the context of Sidiq's character, this includes aspects of honesty and discipline. Meanwhile, the Amanah character involves being trustworthy, hard work and responsibility. The Fatanah character means intelligence, curiosity and creativity. Lastly, the Tabligh character includes the ability to convey information and concern for the surrounding environment (Nabila A'yun et al. 2021). These four characteristics provide a holistic view of the personality of the Prophet Muhammad SAW as a moral and spiritual guide for Muslims in business.

The large number of cases of fraud and even non-conformity of goods that arrive when shopping online indicates a poor information management system, this shows that many sellers are dishonest when posting pictures, describing pictures, sometimes even the goods that have been ordered never arrive. This data can be seen in several cases, for example a video on TikTok that went viral discusses a situation where purchasing goods online via the Cash on Delivery (COD) method does not match the order received, raising concerns about the possibility of fraud. In the video uploaded by the owner of a TikTok account called Bagoes Vlog, the moment of online goods delivery is shown. However, there was an oddity because even though the order description indicated the purchase of a digital rice cooker, the item delivered was only paper covered with a brown folder. This incident raises questions regarding the authenticity and legitimacy of these online transactions.

> "This is the description of digital rice cooker. Here it says 47,000, order via TikTok ma'am? Did you click?" asked Bagoes. "Yes," answered the prospective recipient of the package. (CNN Indonesia 2022)

Implementation of a management information system in buying and selling operations via the Taty Grosir Facebook account is a top priority, considering that there are several deficiencies in the implementation and recording of goods by organizers or sellers. To support the smooth running of this activity, it is necessary to implement an effective management information system. The importance of this system is not only related to increasing operational efficiency, but also to the values of da'wah, in which the noble qualities of the Prophet Muhammad SAW. used as a guide in carrying out these activities.

There are several studies that are quite relevant to this research, first, research conducted by Doni Riswanda et al, regarding Analysis and Planning of Online-Based Goods Ordering Management Information Systems (Riswanda and Priandika 2021) His research explains that the process of ordering goods becomes more effective and efficient because it has been implemented in a computerized manner. Customers do not need to visit the shop directly to order goods, because it can be done easily from anywhere and at any time through the goods order management application at the Donnys shop. This application was designed using the PHP programming language with the help of the UML (Unified Modeling Language) system development tool and adopting the waterfall system development method. Apart from that, this research also uses the PIECES analysis method to better identify system requirements. Database implementation using MySQL to store and manage information related to ordering goods. In testing the program, this research applies the ISO 25010 standard. The results of this research provide benefits in conveying information and controlling stock. Thus, the implementation of this system is expected to increase efficiency and comfort in the process of ordering goods for customers and make it easier to manage stock by Donnys stores.

*Second,*Similar research was also carried out by Syah Alam et al, regarding Design and Build a Land Sales and Purchase Data Collection System Using Rapid Application Development Method (Ridwan Syah Alam et al. 2023) The results of his research show that the implementation of a land sale and purchase data collection system in Binawidya Village using information technology aims to be a place of assistance in inputting land certificate data from the surrounding community, especially residents of Binawidya Village. The creation of this system is expected to make a positive contribution, where the Land Sale and Purchase Data Collection Information System will assist relevant agencies in managing and storing land sale and purchase data effectively and safely in a computer database for a long period of time. With this system, it is hoped that the performance of Binawidya Village can improve, because the data collection process for land sales and purchases can be carried out more efficiently and structured. Apart from that, secure data storage in a computer database is also one of the main benefits of implementing this system. Thus, it is hoped that the results of this research can provide significant support in managing and maintaining data related to land buying and selling transactions in Binawidya Village.

*Third,*research conducted by Nindian Puspa Dewi et al regarding the Design and Development of a Web and Android Based Inventory Management Information System (Dewi and Fadlillah 2021) The results of the research show that the inventory management information system development method in this research adopted the Agile Software Development Method, with the Extreme Programming (XP) type. The system design (planning) was made based on the results of interviews and field observations. Apart from switching the system from manual to computerized, the observation results also show the need for forecasting using the Moving Average Method to overcome the problem of excess and shortage of stock in the warehouse. The results of this planning process are then realized in the form of UML (Unified Modeling Language) as a system design, making it easier to implement it into a programming language in accordance with the concepts generated during the planning process. At the coding stage, each part of the system is periodically tested on users, and revisions are carried out immediately if necessary. An iterative coding and testing process occurs until the system created fully meets the needs of users, especially shop owners. The importance of the user needs aspect is emphasized by the Extreme Programming (XP) method, where continuous

testing and revision is carried out to ensure that the system being developed meets the needs of the shop owner. Therefore, this research provides a flexible and responsive approach in developing an inventory management information system with a focus on user needs and satisfaction.

Based on previous research mapping, the author sees that no one has seriously discussed information management systems that are internalized and integrated into Islamic values, especially in buying and selling practices. This is what prompted this research to be carried out, to contribute to contemporary research on buying and selling transactions.

B. METHOD

This research is field research with qualitative descriptive analysis. The data collection method was carried out through a process of observation, interviews and documentation. This research was conducted at the Taty Wholesale Store in Makassar. Precisely on Jl. Perintis Independen KM 7. The primary sources in this research are the owner of the Taty Wholesale in Makassar and the store admin who operates online sales, while other sources were obtained through searching for articles relevant to this research. Other supporting data was obtained through news that showed there were problems in the online buying and selling transaction process so far.

C. RESULTS AND DISCUSSION

A. General Description of Research Locations

Taty Grosir is a business that operates in the field of selling household furniture which registers its business on the Facebook group, namely Makassar Dagang. Taty Grosir itself has been established for 2 years since 2019, by Hartati Rauf. Initially, the owner worked at a company in Makassar, with increasing knowledge about the business world and experience from the company he worked for, Hartati Rauf started his business with small capital. From selling several household furniture products and registering his business on the Makassar Dagang Facebook group since 2019, finally there has been more and more interest and demand from consumers. So Hartati Rauf opened an open reseller service and to date there have been 300 resellers from South Sulawesi and outside the region.

In 2021, Hartati Rauf began setting up her shop located on Jalan Perintis, named Graha Unik. This unique graha shop sells various kinds of household goods with imported goods coming directly from China. Online Shop Taty Grosir continues to grow with the existence of the Makassar Dagang Facebook shop and group to this day.

a. Online Buying and Selling Transaction Mechanism at Taty Grosir

E-commerce transactions on Facebook Marketplace are similar to conventional buying and selling transactions that occur in the real world, involving sellers and buyers. These parties carry out the buying and selling process through the Facebook Marketplace Makassar Dagang platform. The buying and selling process on the Taty Grosir Facebook account is carried out based on the following steps.

1. Sale

Sales on the Makassar Dagang Facebook Marketplace are carried out by business people or someone who wants to sell a product or item by making an offer by posting an item on the platform provided by the Facebook Marketplace so that it can be seen by Facebook users who want to purchase goods or something. which are desired. As Hartati Rauf did as a seller on Taty Grosir's Facebook account, she said:

> *"The product or item you want to sell is advertised on Facebook Marketplace in the form of a picture of the product or item, adding a description of the item, price of the item and including a telephone number."*

> (Hartati Rauf (36 years), owner of the Taty Grosir Online Shop Facebook Account, Makassar "Interview" 15 October 2023)

Based on the results of the interview, it shows that the products or goods advertised on Facebook Marketplace are in the form of images adapted to the original product or goods, accompanied by a description of the condition of the goods to be sold. Some of the prices of products or goods listed on Facebook Marketplace include the price directly or only in the form of numbers so that the price can be known after asking the seller directly. In terms of pricing of products or goods, there is a wide variety, most of them adjust product prices to other online shop market prices and there are also sellers who increase their prices from online shop market prices, as is done by dropshippers on Facebook Marketplace.

2. Buyer

Buyers on Facebook Marketplace first see the seller's post on the Facebook Marketplace homepage, then select an item and ask for the availability of the product or item and ask for details of the item to be purchased via Messenger chat. There are so many items available, making it easier for buyers to choose and buy the items they want. As a result of an interview with Hartati Rauf, he said that:

> *"I offer many choices to buyers, or sometimes buyers ask about the availability of the goods the buyer wants to buy. The prices I offer are also affordable and the goods are easy to get"*

> (Hartati Rauf (36 years), owner of Taty Grosir Online Shop Facebook Account, Makassar "Interview" 15 October 2023)

Based on this interview, it can be seen that Hartati, in managing and interacting online, tries to provide many product choices to meet various consumer needs and often receives questions about the availability of goods. Active communication with buyers is very important for him to ensure customer satisfaction. Apart from that, Hartati emphasized the importance of offering affordable prices to attract more buyers. He ensures that his products are easy to get by keeping stock always available and ready to

ship. Overall, Hartati pointed out that a successful e-commerce business requires product variety, competitive prices and responsive customer service.

3. Negotiation

In the buying and selling process, of course you cannot ignore the process usually called negotiation, this also applies to the Facebook marketplace. Negotiations are carried out between the seller or admin and the buyer to obtain an agreement in carrying out the product buying and selling transaction process. Negotiations require communication as a way to get the desired results. When the buyer responds positively to the seller's offer, the interaction will continue to bargaining with messages appearing regarding complete product descriptions, not just the types of products as when offering the product but also other, more complete descriptions. All product descriptions will ultimately determine the sustainability of the negotiated agreement. Based on an interview with Sri Reski as admin, he said that:

> *"When a buyer sends a message usually via messenger by sending a photo of the item he wants, here usually bargaining occurs when the item he wants is empty but there is an item that is similar to the initial item the buyer wants so I offer another item, for example a shoe rack. "The initial item that the buyer wanted was an iron shoe rack but the item was empty, and all that was available was a wooden shoe rack."*

(Sri Reski (34 years), Admin on Taty Grosir Online Shop Facebook Account, Makassar "Interview" 16 October 2023).

The results of these interviews show that when buyers send messages, they often include photos of the items they want. The bargaining process usually occurs when the item the buyer wants is not available. In this situation, Sri offers similar alternative goods to meet the buyer's needs. Sri's example illustrates flexibility and adaptability in customer service. If a buyer wants an iron shoe rack which is not available, Sri offers a wooden shoe rack as an alternative. This shows that Taty Wholesale is trying to maintain customer satisfaction by providing other options that are closer to the buyer's initial desires. This process not only ensures that shoppers continue to get the items they need, but also builds customer trust and loyalty. In this context, it indicates the importance of effective and responsive communication in e-commerce. The ability to offer alternatives when an item is out of stock shows good stock management and a deep understanding of customer needs. This strategy helps reduce buyer disappointment and increases the chances of completing the transaction, even if the original desired item is not available. In conclusion, this interview shows how adaptation and good customer service are the keys to success in running an online business.

4. Transaction

After carrying out negotiations between the seller and the buyer. This agreement ultimately refers to an exchange. The types of exchange that occur between sellers and

buyers on Facebook marketplace are in the form of exchanging money for goods, exchanging money for services, exchanging goods for goods, exchanging goods for services and exchanging services for services. Transactions are the culmination of the buying and selling process on the Facebook marketplace site. The seller and buyer have both reached a mutually desired agreement.

At this stage it will be mutually agreed on the form of payment that will be made. In the transaction process via Facebook Marketplace, there are three forms of payment that are commonly used by the parties to the transaction. Usually the form of payment that is often used in transactions via the Facebook marketplace is via inter-bank transfer, Cash On Delivery (COD), or via digital wallets such as OVO, GoPay, DANA and others.

As the results of an interview with Hartati Rauf, he said:

"The transaction process that I usually use is meeting directly with the buyer or COD and I also provide other alternatives for transactions, you can use digital money transfers or inter-bank transfers and use delivery services"

(Hartati Rauf (36 years), owner of the Taty Grosir Online Shop Facebook Account, Makassar "Interview" 15 October 2023).

Buying and selling transactions on Facebook Marketplace allow business actors or sellers to advertise their products through pictures or photos on the Facebook Marketplace platform and buyers can find several products or goods they want even though on Facebook sellers and buyers are not friends with each other. The advantage of the Facebook marketplace is that there are no restrictions for everyone who wants to sell any product or item and there are also no fees charged from the Facebook marketplace, making it more profitable for sellers, especially online sellers, and in the buying and selling transaction process carried out by Taty Grosir, namely meet the buyer directly or do Cash On Delivery (COD), you can also use digital money transfers or inter-bank transfers.

5. Delivery

Trading on Facebook Marketplace, apart from carrying out direct transactions, also requires a delivery service as a liaison or sender of goods between sellers and buyers. Delivery services trusted by informants as distributors of goods include courier and expedition services. Costs for sending goods or services can be borne by the seller and buyer and can also be borne jointly.

Based on an interview with Sri Reski as admin on the Taty Grosir Online Shop Facebook Account, he said that:

"For deliveries near or around Makassar, I use online motorbike taxi services. The problem is that if the online motorbike taxi courier delivers goods to the buyer and the number is not active or the contact is lost, the transaction will automatically be cancelled. "Then for long-distance deliveries I use a land expedition service, the problem is that what I want to send cannot be sent

immediately because I have to wait for the goods to be loaded from another sender."

(Sri Reski (30 years), Admin on Facebook Account Online Shop Taty Grosir, "Interview" Makassar 16 October 2023).

Carrying out the buying and selling process on Facebook Marketplace does not always run smoothly. This is because there are several problems in the delivery process, such as buyers canceling orders for various reasons even though previously the seller and buyer have made a transaction and agreed together, the goods take a long time to arrive, the delivery of goods to the buyer and the number is inactive, the advertised image does not match with the original goods, defects in the goods are not explained by the seller, and prices do not match market prices, the products or goods sold on Facebook marketplace are not all their own products or goods, but only as intermediaries who advertise other people's products or goods or known as dropshipper, so sometimes the buying and selling transaction process causes problems, the price of the product or item being sold is not transparent, or the seller and buyer do not use real identities.

B. *Internalization of Islam in Online Buying and Selling Transactions at Taty Grosir*

Islamic values are the main guidelines in the buying and selling transaction process, referring to the noble nature of the Prophet Muhammad saw, Taty wholesale strives to implement Islamic values in the practice of buying and selling as it is practiced through 4 indicators of the Prophet's character such as Sidiq or honest, Fatanah or intelligent, Tabligh or conveying and Amanah or trustworthy.

a) *Siddiq* (Honest)

Siddiq means having honesty and always basing your words, beliefs and actions on Islamic teachings without any deliberate contradiction between words and actions (Putra and Rumondor 2019). Therefore Allah SWT. ordered believers to always have a shiddiq character and create a shiddiq environment as well. Honesty in the buying and selling process can also be displayed in the form of sincerity and determination, the display can be in the form of time commitments, promises, service, reporting, admitting weaknesses and shortcomings, making continuous improvements, abstaining from lies and deception (both yourself and your friends). work, company, including information through advertisements in written and electronic media).

Based on an interview with Mrs. Sri Reski as admin on the Taty Grosir Online Shop Facebook Account, she said that:

"Thank God, so far there have never been any problems related to transactions. From building this business until now, I have always prioritized honesty, for example, there is an item that is scratched and the buyer wants that item, I make sure to be honest, say it is scratched in this part, usually the buyer wants to I bought it because I was honest from the start. because honesty indirectly makes our name good and makes our customers loyal and continues to grow."

(Sri Reski (34 years), owner of Taty Grosir Online Shop Facebook Account, Makassar "Interview" 16 October 2023).

The online buying and selling process on the Taty Grosir Online Shop Facebook Account, which is in accordance with the nature of the Prophet Muhammad saw. namely being siddiq or honest in the buying and selling process carried out, not just to take personal advantage, if there is something that is detrimental to other people then it will be abandoned. As with the Graha Unik Makassar Facebook account, it always uses healthy competition and does not encourage buyers.

One example of an honest buying and selling transaction is the way the seller perfects the measurements. Buying and selling transactions are carried out honestly if a seller honestly explains the condition of the goods he is selling to the buyer. The seller will notify the buyer if there is a defect in the goods he is selling. Just like Taty Grosir when carrying out buying and selling transactions, each admin on the Facebook account is assigned to provide an explanation of the goods to be sold honestly without exaggerating or reducing the explanation of the quality of the goods being sold.

b) Trustworthy (trustworthy)

Trustworthy means trustworthy and responsible. Trust can also mean the desire to fulfill something according to conditions(Listiarini, Ro'is, and Sahri 2023). A businessman must have the character of trust, because Allah SWT. states that the characteristics of lucky believers are those who can maintain the trust given to them. The consequence of trust is to return every right to its owner, whether a little or a lot, not taking more than he has, and not reducing other people's rights, whether in the form of sales proceeds, bonuses, services or workers' wages. Trust also means having responsibility in carrying out the duties and obligations given to him. Trust can be displayed in the form of openness, honesty and optimal service to superiors, subordinates and work partners.

Businesspeople must be trustworthy as was exemplified by the Prophet Muhammad SAW. in maintaining trust. When he was a trader, the Prophet Muhammad Saw. always returns the property rights of his superiors, whether in the form of sales proceeds or remaining goods marketed. Admins who are assigned to control the buying and selling transactions carried out by the Taty Grosir Online Shop must be trustworthy, besides they will not lie, the company will also get big profits. One of them is building an image with customers, so that many customers are attracted to a product being sold because of the trustworthy role of the marketer.

As in the interview conducted with Hartati Rauf as owner of the Taty Grosir Online Shop Facebook Account, he said that:

> *"I think with honesty we can be trusted by buyers, especially now that every transaction is always accompanied by a testimonial in the form of proof of transfer, proof of delivery or receipt. "I also trust the employees who work for me, and the employees trust me, so we trust each other and have trust in building this business together."*

(Hartati Rauf (36 years), owner of Taty Grosir Online Shop Facebook Account, Makassar "Interview" 16 October 2023).

A person's value will be formed from the extent to which that person can maintain the trust given to him. A good seller is one who is able to maintain the trust of his buyers. From here, businesses based on belief will be of interest to many people, along with the characteristics of the Prophet Muhammad. become a guideline in business behavior.

c) *Tabligh* (convey)

A businessman or marketer must be able to convey the advantages of the product or item being sold honestly and not lie about the shortcomings of the product or item (not deceive the buyer) (Khoiriah, Harahap, and Nasution 2024). A business person must be a good communicator who can speak correctly and wisely and on target with his buyers. The sentences that come out of his speech are weighty and not offensive.

A Taty Wholesale marketer, when selling via Facebook, is able to convey the product's advantages in an attractive and targeted manner without abandoning honesty and truth. More than that, you must have fresh ideas and be able to communicate them accurately and easily understood by anyone. That way, customers can easily understand the business message conveyed. Communicative Taty Wholesale Online Shop account admin who is able to bridge between the company and customers. The problem will be very crucial if an admin cannot provide the information that customers expect. It could be that many customers run to other companies' products because an admin cannot explain the product to customers.

> Based on an interview with Hartati Rauf as owner of the Taty Grosir Online Shop, he said that:
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> *"I always give a message to the admin that it is important to feel comfortable in transactions, such as maintaining language and having better patience when conveying the product being marketed, making descriptions on social media and when chatting with customers."*
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> (Hartati Rauf (36 years), owner of Taty Grosir Online Shop Facebook Account, Makassar "Interview" 16 October 2023).

The tabligh nature in the buying and selling process at the Taty Grosir Online Shop can be seen from the communication or openness of the marketing carried out, where internet media as a promotional place makes it easier for buyers to see the goods being bought and sold. Buyers can communicate directly by having conversations via messenger on Facebook, or the number listed in the description of the item or product being sold, so that this creates a tabligh attitude or is conveyed well to the buyer.

d) *Fathanah* (Smart and Creative)

A fathanah company leader means a leader who understands, comprehends and appreciates deeply all the things that are his duties and obligations. The nature of fathanah can be seen as a life strategy for every Muslim, a Muslim must optimize all the potential that has been given by Allah SWT. The most valuable and most expensive potential is only given by Allah SWT. to humans, namely reason (intellectual) (Nirvana and Rahim 2020).

Buying and selling transactions carried out by both parties should be carried out based on needs and carried out willingly and voluntarily without any coercion from any party, so that neither the seller nor the buyer is harmed. As is done by the Taty Grosir Online Shop in carrying out buying and selling transactions, when carrying out a transaction there is an agreement between the seller and the buyer before carrying out the transaction, even through media (Facebook).

Based on an interview with Hartati Rauf as Owner of Taty Grosir Online Shop, he said that:

"In the promotion section, I use the same method as most people, namely using social media, which makes customers comfortable because we are never disappointed and always get a guarantee if there might be goods that are not suitable or damaged during delivery."

(Hartati Rauf (36 years), owner of Taty Grosir Online Shop Facebook Account, Makassar "Interview" 16 October 2023).

Fathanah's attitude towards the buying and selling process at the Taty Grosir Online Shop can be seen from the use of internet media, where Taty Grosir uses social networking media which are currently trending as well as sites or websites that are designed to be attractive and modern for the promotional activities carried out.

D. CONCLUSION

This research reveals that the buying and selling transaction management information system at Taty Grosir, an online shop platform in Makassar, is implemented through various steps in the buying and selling process. These steps include sales, buyer identification, negotiation, transaction execution, and delivery of goods. Apart from technical aspects, this research also emphasizes the importance of da'wah values based on Islamic ethical principles in buying and selling activities. These values are reflected in attitudes and behavior that reflect the characteristics of the Prophet Muhammad SAW, such as honesty (Sidiq), trustworthiness (Amanah), correct delivery (Tabligh), and intelligence and creativity (Fathanah). Therefore, this research not only focuses on technological aspects in information systems, but also shows how Islamic moral and ethical principles are applied in online buying and selling practices at Taty Grosir in Makassar. This research is limited to the object of study, namely the Taty Grosir Online Shop, so it is necessary to continue to develop the discourse on buying and selling practices in Islam. Further research can be developed by conducting a comparative study of Online Shops that apply the same management.

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