

## ABSTRACT

Muhammad Ruslan. 2015. Thesis. Title: "Business Model Analysis of TalkFusion (Case Study In TalkFusion Community Malang)".

Supervisor: H. Slamet, SE., MM., Ph.D.

Keywords: Business Model.

---

The development of information technology has created many new breakthroughs in all fields. Each innovation development of information technology has been widely used and increasingly easier for users. There are new developments in the Internet world, which looks similar but slightly different namely .TalkFusion is a new company established in 2007 which comes from the United States that engaged in the Internet, the main products are video communications. TalkFusion come to Indonesia around the year 2012/2013, and started to run the business. TalkFusion has been booming in Indonesia since the two or three years ago. The aim of this study was to analyze the business model used TalkFusion to appraise the business model in the Islamic context.

This study used explanation research with a qualitative approach where the researcher explained the business model run by TalkFusion of the interview, the data study and so on. Informants in this study was two people *Up Line* and one person *Downline* and two of seminar participants of TalkFusion business. Data collection was performed by means of direct observation in the field, to the informant interviews and review of documents.

These results indicated that the business model used by TalkFusion used *Multi Level Marketing* business model or also called the *Direct Selling* or also commonly known as *network marketing*. This was evidenced by analyzing the system used by TalkFusion to establish a levels network. And the law of the business models that run by TalkFusion according to the Islamic context that was permissible or Mubah, because by rule ushuliyah "*al- ashlu fil mu'amalah al-ibahah Hatta dallad dalilu tahrimiha style*".