

ABSTRACT

M. Sukma Ridlo Pamungkas, 11220071, *Pay Per Click (PPC) Tinjauan Kompilasi Hukum Ekonomi Syariah (KHES) (Pay Per Click Review of Sharia Economic Law Compilation)*, Thesis, Departement of Sharia Business Law, Sharia Faculty, The State Islamic University (UIN) Maulana Malik Ibrahim Malang, Supervising: Dra. Jundiani, S.H., M. Hum

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The development of more advanced internet, make people more creative with a variety of ideas that make users easily. One of them is about a business of online advertising partnership known as Affiliate Advertising. And one of income mechanisms through business online advertising partnership is *Pay Per Click* (PPC). PPC worth to observe from The Compilation of Sharia Economics Law (KHES) aspect or fikih law, where the buying and selling according to fiqh law that not only generate profits only, but there are conditions and pillars that must be met to avoid harm and injustice by both parties who make agreement.

In this study, the problem: 1) How does transaction that uses a revenue model *Pay Per Click* (PPC)? 2) How to review KHES (Compilation of Sharia Economics Law) regarding the transaction that uses a revenue model *Pay Per Click* (PPC)?

This study is normative research. This study also called a library research, the research examines the general principles of law. The type of approach used in this study is a conceptual approach and statute approach. In this research, method of data analysis used is qualitative data analysis.

The results indicate that during the year 2014 to 2015, more and more businesses are obeying advertisement in a blog or website with commission revenue model is calculated every click. Basically purchase any model allowed in Islam and is supported by the texts of the Qur'an and Optional, beside it, there is an agreement or contract in the willingness of both paties, transaction's object useful and there benefit in it.