

Research Article

Analysis of Islamic Law Regarding Selebgram Professional Zakat from Endorsement Income (Study to UIN Raden Intan Lampung Students)

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A selebgram is someone who has a lot of followers on the Instagram application, and also earns income from endorsement fees, by promoting goods or services belonging to an online shop or company they promote on Instagram through photos or videos. Celebgram earns income from endorsements and also knows clearly how Islamic law analyzes the zakat on Celebgram's income from endorsements. This is field research by collecting data directly through interviews and observations. The processing of the data obtained will be analyzed qualitatively and using an inductive mindset, and the data processing will be carried out through the editing, reconstructing, and reconstructing stages.

Keywords: zakat, profession, income

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1. Introduction

In this day and age, who doesn't know about smartphones which contain applications to make it easier for people to interact or communicate on social media, from the community, academics, and even students? Some of the students at UIN Raden Intan Lampung use applications that are widely used by various groups. Technology is getting more and more advanced, one of which is in Indonesia, especially regarding social media, where people interact in cyberspace with one another. Social media is now not only used as a place to interact and communicate but social media is also used as a place for people in cyberspace to carry out Muamalah activities.

One of the Instagram applications is used as a place to congregate, starting from Buying and Selling cooperation and others. One of the applications used by people or communities in the world to share photos and videos of their daily activities, from ordinary people to even artists, from unknown people to making that person famous and

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have many followers on Instagram, which we usually know by the name Selebgram is an Instagram celebrity. According to Islamic legal theory, a Muslim is obliged to practice the pillars of Islam, namely zakat. If an income person has reached his niqab, he is obliged to give zakat to a certain percentage of his income, by the propositions below. from an unknown person to making that person famous and having many followers on Instagram, which we usually know as Selebgram, namely Instagram Celebrity.

According to Islamic legal theory, a Muslim is obliged to practice the pillars of Islam, namely zakat. If an income person has reached his niqab, he is obliged to give zakat to a certain percentage of his income, by the propositions below. from an unknown person to making that person famous and having many followers on Instagram, which we usually know as Selebgram, namely Instagram Celebrity. According to Islamic legal theory, a Muslim is obliged to practice the pillars of Islam, namely zakat. If an income person has reached his niqab, he is obliged to give zakat to a certain percentage of his income, by the propositions below.

"Establish prayer, pay zakat, and bow together with those who bow" (QS. Al-Baqarah: 43)

The following are the mandatory requirements for people who pay zakat. [4]

Conditions for obligatory zakat:

1. Islam
2. Independent
3. Reaching the nisab
4. The assets have been turned over in one year (haul) except in mu'asyirat (agricultural and plantation products).

The celebrity's profession is seen from the income he gets through the endorsement. The income from this celeb gram raises questions about whether the celeb gram is obliged to give zakat, by law on assets obtained by Instagram. Therefore, based on the description above, the author is interested in conducting research on the title: Analysis of Islamic Law Regarding Celebrity Profession Zakat From Endorsement Earnings (Study for Uin Raden Intan Lampung Students).

2. Methodology

This research will use qualitative methods with an inductive approach. The reason is that the qualitative method with an inductive approach is more relevant in processing

the data. Meanwhile, to create a good research picture, systematic steps are needed. Based on the results of observations at the case study site, 5 informants were obtained, of which 5 people were interested in Instagram celebrities. to be interviewed as a source of data for this research. After all the data has been collected through the data collection instrument, the data will then be analyzed. Meanwhile, the analytical method that will be used in this research is adapted to research studies, namely, Analysis of Islamic Law Regarding Celebrity Profession Zakat from Endorsement Income, Then the results will be presented descriptively with qualitative analysis arranged in stages and layers. Namely an explanation and interpretation logically, and systematically, and then conclusions will be drawn as answers to the problems raised in this research using inductive thinking. Namely looking for, explaining, and understanding the general principles that apply.

3. Results and Discussion

3.1. Understanding Professional Zakat

Yusuf al-Qaradawi's Understanding of Professional Zakat[5] stated that one of the things that is very important to get the attention of Muslims today is the income or income that is obtained through their skills, both skills that are done individually or collectively. Those who do it themselves, for example, the professional doctor, architect, legal expert, tailor, painter, perhaps also preacher or preacher, and so on. Which is done jointly, for example, employees (government or private) using wages or salaries. Wahbah al-Zhaili[6] specifically states income activities or income received by someone through their own business (entrepreneurship) such as doctors, engineers, lawyers, tailors, and so on. And also those related to the government (civil servants) or private employees who receive salaries or wages at relatively fixed times, such as once a month. This kind of income or income in fiqh terms is said to be *al-mustafaad*. Meanwhile, the ulama's fatwa produced at the time of the first international conference on Zakat in Kuwait on 29 Rajab 1404 AH which coincided with 30 April 1984 AD, stated that one of the activities that produces strength for humans today is professional activities that produce useful deeds, whether done alone, such as the activities of doctors, architects and others, or those carried out jointly, such as employees or employees. All of this generates income or salary.

If all income through professional activities has reached the nishab, zakat must be paid. This is based on general texts, for example, Allah's word in Surah At-Taubah: 103 and al-Baqarah: 267 and also His Word in Adz-Dzariyaat: 19, ☒

"And in their wealth, there is a right for the poor who ask and the poor who do not get a share" (QS: adz-Dzariyaat: 19)

Sayyid Quthub (died 1965 AD) in his interpretation of *Fi ZhilaliQuran*[7] when interpreting the word of Allah in surah al-Baqarah verse 267 states, that this text includes all the results of human efforts that are good and halal and also includes everything that Allah SWT produces from inside and on the earth, such as agricultural products, as well as mining products such as oil. Therefore, this text includes all treasures, both those found in the time of Rasulullah saw and in later times. Everything must be paid zakat with the conditions and levels as explained in the Sunnah of the Rosululloh SAW., both those that are known directly and those that have been qiyased to him. As we previously knew, professional zakat is a contemporary fiqh issue, so it is difficult for us to find the basis for the argument, both from the Koran as a guide for mankind and the Sunnah of the Prophet.

The term professional zakat requires in-depth *ijtihad*, this *ijtihad* uses the *qiyas* method. So *qiyas* is a method for exploring Sharia law whose laws are not clearly defined in the Al-Qur'an and Sunnah. The basis of *qiyas* is the close connection between law and cause. There are cases whose laws have been determined by Allah SWT that have similarities with other cases whose laws have not been determined. Then the law that has been established can be applied to other cases. The legal basis for obligatory zakat is stated in the Qur'an, As-Sunnah, and *Ijma' ulama*. The verses of the Al-Qur'an which are used as the basis for obligatory zakat are mentioned by the Ministry of Religion of the Republic of Indonesia in the Al-Qur'an. In Indonesia, Law No. 38 of 1999 58 concerning zakat management has been created and legalized. Article 11 paragraph (2) states that zakat from income and services (professional zakat) is placed at the back before rikaz. The assets that must be subject to zakat are first, gold, silver, and money. Second, trade and companies. Third, agricultural products and also products from plantations. Fourth, mining results. The fifth is the result of fishing and the last sixth is the result of income, services, and rikaz.

3.2. Nishab, Time, Rate, and Method Of Issuing Professional Zakat According To The MUI

That the nisab for professional zakat is 85 grams of gold. If the current price of gold is IDR 574,000/gram, then $85 \times \text{IDR. } 574,000 = \text{Rp. } 48,790,000,-$ if divided per month is IDR 4,065,833,- This is the correct income. However, perhaps the creators of the Shari'a had a specific purpose in determining the nisab for small plants because plants

are the determinant of human life. The most important thing about the size of the nisab is that the nisab for money is measured from the nisab that we have set at 85 grams of gold. This site is the same as twenty Misqal of agricultural products mentioned in many hadiths. Many people earn salaries and income in the form of money, so it is best to determine the nisab of the salary based on the nisab of money. 46 People who have this profession earn and receive their income irregularly,

3.3. Understanding Celebgram

Currently, there are a lot of celebrities in Indonesia, both from Selebgram. The celebrity phenomenon may be familiar to some people, from the capital city or small cities in Indonesia. Becoming a celebrity doesn't happen for free, sometimes from various celebrities, some intentionally provoke it to go viral, and some don't do it on purpose and end up becoming a celebrity. Selebgram or the acronym for celebrity and Instagram are those who are famous through the social media Instagram. Celebrities are not much different from celebrities in general. The difference between celebrities and celebrities generally only lies in the media. If most celebrities are famous because of their appearance on the small screen, a celebrity is famous because of their existence on Instagram social media. Celebgrams are the same as celebrities who have lots of fans or admirers, but on Instagram social media, celeb gram fans are those who follow the celeb gram account. A celebrity's fame cannot be separated from how they present themselves through their Instagram account. The way they upload photos by combining the use of captions and hashtags (#) makes celebgrams indirectly easy to detect 42 by other users. From how they present themselves, other users become interested in following the celebrity account. The increase in the number of followers will show how famous the celebrity is. The role of a celebrity is not much different from celebrities in general, Celebrities also become idols for their followers. Starting from the way they dress, the way they dress up, products they use, and the places visited by the celebrants become a reference for their followers. [8]

3.4. Selebgram's Process Of Earning Income From Endorsements

Selebgram's process of earning income from endorsements is by promoting products owned by online shops or several offline brands and several other traders through the Instagram application. Selebgram is an Instagram celebrity who earns income from their profession. Selebgram earns income from endorsements. Instagram celebs, usually

abbreviated as telegram, is now a profession that is popular with today's young people. How come? They just take a photo, and upload it on social media, and they can earn a lot of money, using endorsements. Endorse which comes from the word endorsement is an action of supporting or agreeing with something. For example, company A wants celebrity B to support or promote product A by taking photos on Instagram. After agreeing to various conditions such as photo requirements and price, product A is sent to Celebgram B. Then all B needs to do is upload his photo with product A with a supportive caption. In this way, B will receive a fee from the company, but before carrying out the promotion, the online shop or other traders are required to make an endorsement payment before the item is promoted by Selebgram, the online shop sends or provides the goods, services or products belonging to the online shop.

The income earned by Selebgram is Selebgram's property, and this property is halal. The following are the conditions for property to be called halal: By the word of Allah Ta'alla in the Qur'an that Allah commands us to earn income without unjust methods, found in Surah Al-Baqarah verse 278, not with Riba found in Surah Al-Baqarah verses 278-279, no gambling, fraud, gharar, and immorality.

These celebgrams do not earn income from things that are prohibited by Allah SWT, instead these celebgrams help promote goods or services belonging to the party they want to promote, thus bringing in buyers or enthusiasts of the goods and services being promoted so that their income can be called Halal, by the Word. Allah in Surah Al-Baqarah 267 requires that the object of zakat be obtained in a good and halal way. This means that treasures that are haram, both the substance of the object and the method of obtaining it, clearly cannot be subject to zakat obligations, because Allah SWT will not accept them.

3.5. Islamic Law Analysis of the Implementation of Celebrity Profession Zakat from Endorsements.

The Koran is the constitution and the main source of Islamic legislation. Therefore, the Qur'an only contains general principles and principles regarding a problem, it does not emphasize it in detail and detail, unless there are things that are feared will cause doubt and chaos. In this case, the sunnah is an oral interpretation and concrete implementation of what the Qur'an states: explaining what is not clear, emphasizing what is not yet clear, providing boundaries that are still vague, and specifying what is still too general, according to what is captured by Rasulullah from these verses.

Zakat is the main obligation for aghniya, businessmen, and rich Muslim people. There are several Zakat obligations, and one of them is Zakat from Selebgram (Instagram Celebrities). Indeed, this type of zakat is not yet widely known by the public, and may even be unknown at all, because it has only recently been introduced among Indonesian society.

Professional zakat or income zakat is zakat from every income such as salaries, salaries, wages, services, etc. obtained in a halal way, whether routine, such as state officials, officers or employees, or non-routine, such as doctors, lawyers, consultants, etc. the like as well as income obtained from other freelance work. Professional zakat is a new problem in fiqh (Islamic law). [9]The Al-Quran and Al-Sunnah do not contain strict legal regulations regarding professional zakat. Likewise, mujtahid scholars such as Imam Hanbal, Abu Hanifah, Malik, and Syafi'i do not include them in their books regarding professional zakat. This was caused by the limited types of business or community work during the time of the Prophet and mujtahid imams. However, after the four periods of Mu'awiyah bin Abu Sufyan, the reformer of the first hundred years came, namely Caliph Umar bin Abdul Aziz. The new view he implemented was collecting zakat from gifts, gifts, confiscated goods, etc. Abu Ubaid said that when Umar gave someone's salary he collected his zakat, the same applies when he returned confiscated goods. He collects zakat from gifts when they are in the hands of the recipient.

Thus, wages („Umalah) are something that a person receives because of his work, such as the salaries of officers and employees today. Confiscated property (Mazalim) is property confiscated by the authorities due to wrongful actions in the past and the owner considers it to have been lost or no longer exists, which if the item is returned to the owner constitutes new income for the owner. [10].

Based on the position of zakat in Islamic law, the ulama has determined that people who deny and do not recognize that zakat is obligatory are infidels and have left Islam, just like an arrow that comes out of its bow. Nawawi said: "If a person denies the obligatory zakat because he does not know about it because he lived in a time when Islam was just spreading or lived far away in the interior, then he is not considered an infidel but must first be introduced to him that zakat is obligatory, then collect it. If he continues to deny it, then he will be judged as an infidel and treated like an apostate who must be subdued or killed. Islam recommends that everything be done correctly, neatly, orderly, and orderly in all areas, the processes must be carried out well, and everything should not be done haphazardly. Islam as a perfect religion demands that everything be done well, especially the application of Islamic law, of course it must be done correctly and with full responsibility so that all parties feel comfortable and

safe without anything being covered up because the true purpose of Islamic law is for the benefit of humanity. in its entirety, both for the benefit of this world and the benefit of the hereafter. Based on the explanations above, it is important to know the punishment for negligence caused by not carrying out zakat, which is considered an apostate and must be fought against by Muslims. Islam as a perfect religion demands that everything be done well, especially the application of Islamic law, of course it must be done correctly and with full responsibility so that all parties feel comfortable and safe without anything being covered up because the true purpose of Islamic law is for the benefit of humanity. in its entirety, both for the benefit of this world and the benefit of the hereafter. Based on the explanations above, it is important to know the punishment for negligence caused by not carrying out zakat, which is considered an apostate and must be fought against by Muslims. Islam as a perfect religion demands that everything be done well, especially the application of Islamic law, of course it must be done correctly and with full responsibility so that all parties feel comfortable and safe without anything being covered up because the true purpose of Islamic law is for the benefit of humanity. in its entirety, both for the benefit of this world and the benefit of the hereafter.

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If we look at its implementation, the celeb gram members who are studying at UIN Raden Intan Lampung have implemented it, but if we look at it based on the mishap limit, they are not said to be obliged to pay zakat but rather as an act of charity. However, this effort must of course be appreciated because they are aware of the importance and obligation of carrying out zakat in Islam. In terms of implementing professional zakat, some celebrities study at UIN Raden Intan Lampung and have implemented professional zakat from the income they earn. According to the view of Islamic law, what they have spent so far can be said to be professional zakat because the income they receive has reached the nisab.

4. Conclusion

Based on the presentation of the material and research results presented in the previous chapter, the following conclusions can be drawn:

4.1 Selebgram's process of earning income is that Selebgram uses its personal social media account called Instagram. Online Shop asks Selebgram to promote its products or merchandise on Selebgram's personal Instagram by providing its products or merchandise to the online shop and paying a fee that has been determined by Selebgram.

4.2 According to Islamic law, the implementation of professional zakat carried out by Selebgram can be said to be professional zakat because one of the Celebgrams has reached the nisab and by the calculation according to the MUI Fatwa, namely 85 grams of gold and the zakat issued is 2.5%.

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