



CONSIDERATIONS OF MUSLIM CONSUMERS BECOME A MEMBER IN MULTI-LEVEL MARKETING (MLM) BUSINESS: A CASE STUDY IN SURAKARTA

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ABSTRAK

Multi Level Marketing adalah kombinasi dari pemasaran transaksional dan pemasaran relasional, beroperasi dengan menetapkan skema kompensasi (terdiri dari komisi dan bonus) untuk produk dan jasa yang dijual dan agen perekrutan. Ini digambarkan sebagai penjualan langsung atau pemasaran jaringan. Multi Level Marketing memiliki stigma negatif sebagai pekerjaan dengan mencari keuntungan dari memasarkan barang dan merekrut anggota baru. Namun, masih banyak masyarakat dari kalangan terpelajar dan berbagai lapisan ekonomi yang tetap memilih bergabung dengan Multi Level Marketing. Masalah kehalalan juga menjadi sorotan utama mengingat banyaknya indikasi praktik Multi Level Marketing yang tidak sesuai dengan syariah sebagaimana diatur dalam Fatwa DSN MUI No. 75 Tahun 2009. bonus, investasi, pendapatan pasif dan sebagai pekerjaan sampingan. Strategi yang digunakan anggota untuk menarik minat antara lain meyakinkan konsumen dengan produk yang dipasarkan selain mengadakan seminar kewirausahaan untuk menarik minat dan merekrut anggota.

Kata Kunci: Multi Level Marketing, Konsumen, Pertimbangan, Muslim.

ABSTRACT

Multi Level Marketing combines transactional and relational marketing; it sets a compensation scheme (consisting of commissions and bonuses) for products and services sold and recruiting agents. This is described as direct selling or network marketing. Multi-Level Marketing has a negative stigma as a job that profits from marketing goods and recruiting new members. However, many people from educated circles and various levels of the economy still choose to join Multi Level Marketing. Halal issues are also the main focus given the many indications that Multi Level Marketing practices are not by sharia as stipulated in the MUI DSN Fatwa No. 75 of 2009. The results of this study indicate that some members join Multi Level Marketing with consideration of product benefits, bonuses, investment, passive income, and as a side job. Members' strategies to attract interest include convincing consumers with marketed products and holding entrepreneurial seminars to attract and recruit members.

Keywords: Multi Level Marketing, Consumer, Consideration, Muslim



INTRODUCTION

Modern businesses (*muamalah*) today include Multi Level Marketing or what is also known as tiered direct sales (Marzuki, 2021). Multi Level Marketing is a combination of transactional marketing and relational marketing. It operates by establishing a compensation scheme (consisting of commissions), bonuses for products and services sold, and recruitment of agents. This is direct sales or network marketing (Nga, 2011). Multi Level Marketing based on Sharia, regulated in the Fatwa of DSN MUI No. 75 of 2009, discusses in it the Guidelines for Sharia Tiered Direct Selling (PLBS) and is regulated in government regulation. Minister of Industry and Trade No. 73/MPP/Kep /3/2000 concerning Provisions for Tiered Sales Business Activities (Soemita, 2019).

As stated by Willian Franco (2016), considering the need for employment in the economy and the correlation between unemployment, MLM companies provide job opportunities to people who do not have easy access to formal jobs, access to formal jobs such as direct selling, no need for previous experience, no formal education and small capital. In this Multi Level Marketing business activity, someone who is already a member does not need to spend much money but only needs a little capital for the cost of printing brochures, and there are also advantages in this business, such as time and financial freedom, early retirement (Nuryasman, 2008).

Before starting the sale of processed goods, a distributor participates in membership in a company with Multi Level Marketing. So those who join will have the nickname of Member or New Member and get a more significant profit than the reseller.

The concept contained in Multi Level Marketing is known as upline and downline; almost all MLM companies apply a concept like this. MLM companies generally offer some products and requirements for joining as a member. This is done with a system of buying products and starting to look for new members who wish to join to be registered in a network. Products that are marketed will later move independently along with the implementation of business network development; this is because business members who are on the network will do the same thing as their uplines to market products and look for members of each participant who wants to succeed in their new MLM business, they may feel motivated to pressure relatives or friends to buy the product (Koehn, 2001).

The essence of the way this MLM business company works is that it is driven by a network that is vertically up and down or horizontally left and suitable, or it can also be a combination of the two; everyone can be recruited and joins the group and will provide benefits and profits to those who invite them, usually by applying the method percentage or bonus, if the first Member gets more members, the more bonuses he gets because the company feels benefited by the number of members and all the members become consumers of the company's product package (Marimin, 2016).

Several MLM companies implement a pyramid scheme, asking individuals at the bottom to contribute to a higher level, with promises entirely given from the levels below the individual. MLM offers full promises to its members. However, these profits come from two streams: commissions from direct sales and commissions from recruiting new clients (Liu, 2018).

The Islamic religious view of MLM, which is the focus of the discussion, is about the principles of trade (*tijarah*) related to the number of MLM businesses, so every business person must know whether the business is genuinely by *muamalah* fiqh so that it does not deviate from the business that the Shari'a forbids (Tyas, 2009) as long as sharia principles carry out the business. In the



muamalah, there are no elements such as Riba, Dharar / harming others, *jahlah* / not transparent and *gharar* and has a halal certificate from the National Sharia Council of the Indonesian Ulema Council (DSN-MUI) then permissible (permissible) to do (Dewi, 2018).

In the way of doing business, Multi Level Marketing has a good influence or a bad influence on the company and its members; among the positive influences, among others, the first is that the company receives more profit by minimizing financings (minimizing costs) such as promotional or advertising rates and others, then a positive influence the second is that it is profitable for distributors as smears (brokers/agents/brokers/distributors) independently and freely. Apart from having a positive influence, there is also a negative influence based on the Sharia Council of the Justice Party through fatwa no. 02/K/DS-P/VI/11419 among them the emergence of an unnatural will to pocket sales targets because it is triggered by the sales method used by MLM, and not a few members have resigned from their permanent profession because they want to receive profits in a short time (Afif & Mulyawisdawati, 2018).

Businesses like this still have many controversies, whether the system is good or bad, regarding the recruitment process and the way the business itself continues to try to find new members, a kind of subtly slavery; however, the pros and cons of the MLM business are still a polemic among the public. They are developing in Indonesia (Setianingtyas, 2010). Therefore, this research will focus on the considerations for a Muslim to join the MLM business.

LITERATURE REVIEW

Multi Level Marketing

Multi Level Marketing is direct selling, a method of selling goods or services using a marketing network developed by Business Partners who work based on commissions and bonuses given for product sales (Sholihin, 2010).

In general, Multi Level Marketing is an alternative way of business related to marketing and distribution, carried out through many levels. The company uses a network marketing system (MLM), a tiered marketing network. MLM (Multi Level Marketing) is a marketing system through a permanently built distribution network that uses a customer and a marketing force to distribute goods where consumers can participate in sales and earn profits in partnership lines (Sudarto, 2018).

Also referred to as a distributor when someone has joined this business who has the primary task as a member, which is to make sales and enlarge the existing network under him; actually, a network business like this does not program its members to sell or become salespeople but becomes a business owner thus business The network allows a Member to pursue his career and reach a higher rank with unlimited income (Jasiman, 2010). Multi Level Marketing is a product selling job, not only companies that invite other people to join, in essence, and become consumers and marketers.

Legal Basis of Multi-Level Marketing

At the beginning of the entry of Multi Level Marketing in Indonesia, its growth grew more rapidly, making Indonesia a covering market development grew more rapidly due to the absence of a particular legal umbrella and standard binding rules before 2000; in that year, MLM companies only used SIUP (Trade Business Permit) as a basis. Operationally, the legal umbrella for MLM came into existence in 2000. At that time, the Minister of Trade issued a Decree of the Minister of Trade No. 73/MPP/KE/3/2000 regarding the Tiered Sales Business License (IUPB) by



stipulating several conditions among them (Kosasih, 2019): 1) The validity period of the Tiered Sales Business License (IUPB) is 3 years; 2) IUPB applies to national companies without any provisions regarding minimum capital; 3) Foreign companies are not allowed to run a Direct Selling business and must pass through a national company.

In the following year, the Minister of Trade issued a Minister of Trade Regulation No. 55/M-DAG/PER/10/2009 Regarding the delegation of authority to Issuing Direct Selling Business Permits to the Head of Implementation of Stop Services in the Investment Sector (Trade, 2021), the regulation was issued on October 9, 2009, and has come into force since 9 January 2010.

MLM companies operating in Indonesia must comply with regulations and company laws in general, so each company must meet all legal standards consisting of (Boni, 2017): 1) Company Establishment Deed; 2) Company Domicile Certificate (SKDP); 3) Decree of the Ministry of Law and Human Rights; 4) Company Registration Certificate (TDP); 5) Trading Business License (SIUP); 6) Taxpayer Identification Number (NPWP).

DSN MUI Fatwa on MLM

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In Islamic law, there are general Sharia principles that read that everything (muamalah) is legal as long as there is no evidence that prohibits it (Safwan, 2019), Multi Level Marketing business is a form of muamalah at this time as long as there is no selling element in the business. Buy the forbidden gharar and usury, and do not harm others (Soemita, 2019).

Several contracts are used as the basis for the relationship of the parties that carry out Tiered Direct Selling transactions by the Fatwa of DSN MUI No. 75 of 2009 are as follows:

1. Murabahah contract
A transaction between the seller and the buyer and the seller increases the price of the goods from the purchase price so that the seller benefits from the transaction. This buying and selling contract forms the basis of a tiered sales business from the company to consumers.
2. Wakalah bil Ujrah contract
Income paid/fee by a representative that is a member for services for representatives from making sales in a company from a business that is run in Multi Level Marketing
3. The sale contract
Jualah is giving wages (jail) to people who have done work for him (Mardani, 2012). In an MLM business, it is known as a bonus given by the company for business partners from selling products that have exceeded the target set by the company
4. Ijarah contract
Ijarah is a contract to transfer usufructuary rights or services within a specified time by obtaining a reward or rental fee (Harun, 2017). In the Multi Level Marketing business, there are rewards for business partners who have received work performance directly related to the volume or value of the sale of goods of the company.



Types and Operations of Multi-Level Marketing

In conducting the Multi Level Marketing business, the operations that run within it are not much different from business in general; Multi Level Marketing cannot be separated from institutional elements, products, marketing, and promotions. The types of Multi Level Marketing can be seen in terms of products in the sense that this type of MLM has products as objects of sale, and there are also no products in running MLM (Boni, 2017; in this case, there are 2 types of MLM business, namely: 1) Product-based Multi-Level Marketing business, we get this type a lot around us, and at the same time it is the first picture that comes to mind when we hear the word Multi-Level Marketing; 2) Non-Product Multi Level Marketing Business, this type is better known as the Ponzi Scheme and Ponzi Pyramid or Money Game. Initially offered by pyramid schemes such as a chain from one participant to another, the scheme is considered illegal because the main scheme benefit for participants is the right to receive monetary compensation from recruiting other people into the organization; such a scheme is bound to fail because there is a limit to the amount new entrants and the probability decreases with each recruit (Nat, 2002).

In running a Multi-Level marketing business, it cannot be separated from the Marketing Plan; the Marketing Plan is a network structure determined by the company; there is an evolution of the Multi Level Marketing business marketing plan, which can be described as follows: 1) The solar system, this system gives freedom to its members in developing the network (Sukardi, 2018), the limitations in the composition and structure of the network are not determined; 2) Binary system, namely the structure contained in Multi-Level Marketing by limiting the network arrangement of two grooves or two legs; 3) Threenary system data structure that is limited to the arrangement of the network in three legs or three paths; 4) Fournary system is a structure that is limited by the arrangement of the network in four legs or four paths.

In the first Multi Level Marketing operational mechanism, when a Member wishes to participate in the business, a member deposits a certain amount of money to the company for purchasing products, starter kits, and registration. After doing this, the company submits the product and registers the personal data of prospective Members.

The next task of a Member is to invite someone to buy a similar package, a distributor can invite others to follow him as a distributor, and then he can invite other people to become distributors to join and so on to an unlimited network (Hasanah, 2016), in Multi-Level Business Marketing, a customer assigned to carry out marketing and distribution independently, the company will not intervene, and get rewards in the form of incentives, commissions and price discounts that the tiered producer company has set according to the number of products sold, also known as volume points/business points and announced by the distributor since he was registered as a distributor (Wadji, 2020).

As for the Multi Level Marketing business, there are advantages and disadvantages when someone joins the business. The advantages of joining Multi-Level (Marketing: 1) Advantages for the company can expand the network quickly and blow up the business. (Fithriyani, 2010); 2) Can be passed down to children and grandchildren. (Fithriyani, 2010); 3) No special place or location required; 4) Able to self-regulate when to run the business (Sarosa, 2005).

Disadvantages of joining Multi Level Marketing: 1) Not suitable for people who have difficulty socializing (Sarosa, 2005); 2) Relatively long to achieve success (Fithriyani, 2010); 3) The highest distributor who benefits from the Multi Level Marketing system (Marzuki, 2021).



RESEARCH METHODS

The type used in this research is field research. This research requires researchers to go directly to the field and get a complete picture of the condition of the research place (Raco, 2010). The approach applied in this research is descriptive qualitative, an approach where the researcher describes an object or phenomenon, which in writing contains quotations of factual data revealed in the field so that it can strengthen what is presented in the study (Angginto, 2018).

Data collection methods using interviews, observation, documentation, and questionnaires. Interviews are a process of searching for data for research purposes through a question-and-answer opinion between two parties between those who provide statements and the other party who answers, aiming to create a gap between the data desired by the researcher and the data provided by the respondent (Febriandika & Gaida). In collecting this data, the researcher will interview related respondents, namely MLM Members in Surakarta. Observation is a method or method of analyzing and recording systematically by observing phenomena directly (Marsudi, 2017).

To support the writing of this research, documentation is needed in the form of data in the form of documents obtained from the iZaura Member management. Collecting primary data by distributing questionnaires with Google forms to several members in Surakarta represents the entire population; in this case, the researcher will distribute it to members who have joined iZaura in Surakarta. The data analysis technique used in this research is a descriptive-qualitative method. In this method, the researcher describes and analyzes the research results. First, the researcher explains the data that has been obtained. After the data has been compiled systematically, the researcher will reveal it by analyzing it according to the problem formulation. Which has been described and verified in reality from the results of research on consumer considerations to become a Multi Level Marketing Member

RESULT AND DISCUSSION

Ogura Partner Marketing and Bonus Mechanisms

In distributing iZaura products using a network system (Multi Level Marketing) and its marketing reach covers all of Indonesia with the help of iZaura partners to market; this type of Multi Level Marketing in iZaura uses a binary system or better known as a two-legged system, so when recruiting For new members, the left and right branches must be balanced, if the leg branches are not the same, the bonus cannot be disbursed, it is still in the form of savings. It will be obtained after the two are balanced. There are also various choices of business partnership packages provided by PT Izaunet Berkah Mandiri, which consist of three levels, namely:

- 1) Regular 1 and Regular 2
Everyone who joins as a business partner will get three partnership packages; the first is regular 1 by paying 350,000 IDR, will get two 600 ml iZaura Dos and get an ID Card, Business Kit, and Brochure, while Regular 2 by paying 400,000 IDR, will get the same. but the drinking water obtained is 330 ml
- 2) Business 1 and Business 2
By paying Rp. 500,000 Partners will get 4 Dos iZaura 600 ml, ID Card, Business Kit, and Brochure while Business 2 pays 550,000 IDR, which is the same, but the water size is different, namely 330ml
- 3) Executive 1 and Executive 2



By paying 1,000,000 IDR, partners will get 8 Dos izauna measuring 600 ml with an additional ID Card, Business Kit, Brochure, and Executive 2. They get the same, but the size of drinking water gets 330 ml. By joining as a partner of izauna who uses the Multi Level Marketing system, the partner will get a bonus from PT IZAUNET; two bonus categories are given, including Bonus Plan A and Bonus Plan B.

1) Commission / Bonus A

The bonus is a commission or bonus calculated from continued spending after Rp. 1,000,000 is reached, and the plan A commission is also divided into two parts: the sponsor and the partner commissions.

a. Sponsor commission

Sponsor commission is a 10-25% bonus for sponsored people by shopping until they accumulate Rp. 1,000,000 for large executive ranks. The commission also varies according to the partnership rank. Basic rating: 10%; Business Rating: 17.5%; Executive Rating: 25%

For example, when an Upline partner gets a Downline partner A with a sponsor commission of Rp. 1,000,000 x 25%, it will get from Downline Partner A, which is Rp. 250,000, and if you get a Downline again with the foot of the next branch, such as Partner B, the commission from the sponsor is Rp. 500,000 x 25%, obtained from the bonus, is Rp. 125,000, then from the total of all the Downlines, that is Rp. 250,000 + Rp. 125,000, then it becomes Rp. 375,000.

b. Pair Commission

If there is a multiple of Rp. 500,000 on the left and right in the network under which the commission received is Rp. 20,000/pair, and if there is a purchase of 1 product, Rp. 125,000 but have not met a partner will be stored and accumulated until a multiple of Rp. 500,000

2) Plan B Commission

The pair commission is a bonus calculated for continued spending after Rp. 1,000,000 achieved, this bonus becomes the right of every PT izaunet Berkah Mandiri product purchased by a business partner (repeat order / RO); in this plan B bonus, there are several levels of Member.

- a. Personal sales bonus 10%: bonus given to partners with a minimum personal spend of 600 bv / 4 doses in 1 month.
- b. Personal profit-sharing bonus of 5%: bonus given to partners with a minimum personal spend of 600 bv / 40 doses in 1 month.
- c. Direct sponsor bonus 5%: bonus is given if the partner is sponsored to make product purchases.
- d. Generation 35%: bonus is given to partners based on line sponsorship (pass up applies).
- e. Special 25%: a bonus is given 25% of the small foot group turnover
- f. Senior supervisor 3%: bonus is 3% of national bv.
- g. Manager 3%: bonus is 3% of national bv.
- h. Senior manager 2%: bonus given is 2% of national bv.
- i. Director 2%: bonus is 2% of national bv.
- j. Senior director 1%: bonus given 1% of national bv.
- k. President director 1%: bonus given 1% from national bv.
- l. 3% trip bonus: savings funds for tourist or religious trips at least senior supervisor rank.



m. Bonus house and car funds 5%: 5% share of national turnover distributed to the minimum manager level.

Table 1
Demographic data of Izaura Members

Kind	Quantity
Education	
Elementary School	1
Middle school	1
High School	9
S1	27
S2	4
S3	1
Job	
Entrepreneur	15
• Lecturer ; 1	1
• Teacher: 4	4
• Housewife: 6	6
• Private employees:4	4
• Student : 3	3
• PNS: 4	4
• Traders / Entrepreneurs; 4	4
Fixed income member	
• Rp. 500,000 – Rp. 2,000,000 :16	16
• Rp. 2.500.00 – Rp.3.500.000 :10	10
• Rp. 3,500,000 - Rp. 5,000,000 :10	10
Type of Partnership Member	
Regular	25
Business	15
Executives	1
Level Member	
Director	1
Senior Supervisor	1



Supervisor	1
Distributor	31
Member's Attention to Sharia	
Paying attention to Sharia aspects	34
Not paying attention to Sharia aspects	6

With various levels of the marketing plan business given to izaura partners, prospective partners are free to choose the level of the business plan; some choose the lower level, namely Regular, Middle Business level, and the top level, namely Executive, from the three choices of business plan levels, partners have backgrounds which vary from the economy, education, and the work undertaken by izuara partners, of course, each partner has their views and considerations when becoming an izaura partner according to the level of business they take.

Muslim Consumer Considerations Becoming an MLM Member

Based on the interview, there are several considerations when Muslim consumers join a Multi Level Marketing business.

1. Product Benefits

The main reason is consuming izaura for health because PT Izaunet blessing Mandiri produces alkaline water, which has advantages for health according to the opinion of some members joining because they want to consume quality water that has an impact on the body, such as one member named Dodi he started actively joining with izaura after suffering from Covid 19. He consumes it regularly so that it can help him recover from the illness he suffers.

2. Side Business

The Multi Level Marketing system applied to izaura does not bind its members always to close points and gives freedom to its members to run their business; members who join have different backgrounds; there are member economies from low, middle to the upper middle economy while from work members are from the lecturers to the student level who have their respective activities that are carried out so that they are not pressured or burdened when participating in the izaura business by carrying out their permanent jobs. People with permanent jobs choose MLM as a business option but do not have much free time because MLM does not require much time (Dasopang, 2020).

3. Get a Bonus

The company gives bonuses when members run their business; this is an attraction for prospective members; there are several forms of bonuses, including sponsor bonuses to the level bonuses that are obtained. To join, of course, with marketing expertise if you want to get a bonus; otherwise, you will become a Passive member, so it will not match the expectations of the promised bonus at the beginning.

A motivated worker who runs a high level of effort will tend to believe that the level of effort will give a good rating. A good assessment will encourage the company to provide bonuses and promotions to satisfy workers' goals (Siahaan, 2014).

4. Investment

When someone joins izaura, there is no limit for a member to retire even the Multi Level Marketing system that applies in the izaura business can be passed on to his child or family when the member dies; one member said that when he became president level and already had an active team below it, without working, you will get some bonuses.



Barriers to someone building business ownership are too expensive and unaffordable for the average individual. Therefore, confident individuals who have limited material resources and training Multi Level Marketing (MLM) can answer to promote their entrepreneurial spirit because of low initial costs and free investment—risk (Rivero, 2014).

5. Build Passive Income

In addition to getting a member-level bonus from izaura, you get passive income in the bonuses you get when recruiting new members because if a member has built a team where the downline is active and continuously recruits new members, what you will get is profit without looking for people, only providing motivation and purposeful direction. So that the downline can work optimally, but some members are aware of the MLM system that applies when the upline gets a bonus from recruiting new members; the top one will get a bonus from recruiting the new member; in MLM if a member only sells products it will get profits in the short term, and if one day because of illness or age so you cannot sell products anymore then the income will stop, on the contrary, if you develop a network then members will get not too significant profits in the long term short time. However, increases in the long term do not depend on the member's condition, such as illness and aging will still have income; this income is also called "passive income" (Nyotoprabowo, 2014).

From the questionnaire data distributed to several Izaura members, the lower middle-class economy with an income of Rp. 500,000 to Rp. 2,000,000 at most join izaura compared to the middle and upper middle economy for various reasons, including wanting to get success and increase income from the izaura business; this is a correlation between the promises made by the company and the members' desire to uphold. The attraction for people to join MLM is driven by the promise of getting rich quickly and the ease of selling products with unlimited potential. The highest achievement desired by members is to reach the rank of President or President Director with a promised income of 100 million / month contained in the Plan B bonus from 9 ranks, namely from the lowest level of distributor, senior distributor, Supervisor, Senior Supervisor, Manager, Senior Manager, Director, Senior Director, and the highest level is the President Director, however, in the entrepreneurship seminar held in Surakarta, his subordinates still have not reached the President Director arrears, even only one person has received the Manager rank at the time of awarding the certificate of appreciation given at the seminar. Take place.

There is also information from members who joined; through interviews with resource persons, some members realized their doubts about the Multi Level of Marketing system they were living in; they considered that by nature, the business they were running did not violate the Shari'a and the products consumed were halal but the way of working contained in Multi Level Marketing that make some members less sure of how their uplines work, who continuously get bonus. In contrast, le those who work at the bottom are their downlines. However, consumers keep joining because the product in the form of alkaline water is good for health and because the bonuses given by the company are so many that the members still choose to join the izaura business. In addition to wanting the members' financial benefits when joining MLM, they also pay attention to the sharia aspect, which can be seen in the questionnaire data³⁴ members pay attention to the Sharia aspect compared to those who do not pay attention to the Sharia aspect, totaling 6 members.

Another interest when members start joining to live successfully with what the company promises is motivating members to try to reach the level of President or president director with an income of 100/mon. However, the fact is that in the field, there are no members who have even reached



that level. in the seminar in Surakarta at the time of awarding certificates of appreciation for each member who reached the Bonus Plan B level, only one person reached the Manager level, Tarsono as the speaker and marketing director of the company said that for now, no one had reached the Presidir level, therefore the motivation to reach that level continuously conveyed to be successful, financial independence and a luxurious life are dreams offered by most Multi Level Marketing companies. Nevertheless, seen by critics, Multi Level Marketing is nothing more than a myth because most people never achieve it (Kiaw, 2007).

Strategies to Attract Prospective Members

Based on interviews with several members when looking for people to be recruited as new members by convincing products from iZaura, the member gives a testimonial first to consumers after consumers are sure of the product given this is to overcome consumer doubts about the product after consumers are sure it will persuade to join the izaura business. However, some members still find it challenging to recruit prospective members because some people or consumers know about the MLM system. Usually, members will look for the closest people first, such as family, friends, or house neighbors, to be invited to join.

In addition to convincing consumers one by one, another method used by members in recruiting new members is by holding an entrepreneurial seminar; by holding a seminar, members will be given motivation or material to hone their marketing skills and meet fellow members to exchange ideas with other members in addition to exchanging ideas. Mind and hone skills with entrepreneurial seminars make a big challenge for members to find new uplines or new members; when the seminar takes place, a form will be filled out as a member registration or new member. When filling out the registration form, include the name of the person who invites to the seminar so that members who invite to participate become their downloads. The benefits of Multi Level Marketing training which is held weekly at a cost that is not too expensive, help develop leadership skills to influence people. Others aim to pursue multi-level marketing business network opportunities (Rivero, 2014).

Old or unregistered members at the event will be given the motivation to achieve success by taking advantage of these business opportunities by providing pictures of motivators when starting the izaura business, from being initially in a problematic situation to eventually becoming a success. Consumers or prospective members to participate in joining izaura.

To attract the attention of people who do not know izaura, members will use attributes that describe the company, such as using izaura shirts or uniforms and giving stickers or paints on their private cars so that people around them will ask questions about the attributes they use—carried out by former MLM companies such as Herbalife Distributors, who used badges to attract the attention of those around them (Harefa, 2007).

Suppose there are consumers or prospective members who are doubtful about a fake business and are hesitant to join the MLM business. In that case, the member will usually convince them by providing tangible evidence in the form of proof of bonus transfers in the form of screenshots to prospective members. Not separated from technological advances, izaura Members attract the interest of the people they know by promoting their products on social media among themselves through Whatsapp status by providing motivations to be successful through the izaura business.

CONCLUSION

Izaura Multi Level Marketing business enthusiasts from various circles, including in terms of education there are students to high-level education and in terms of the economy starting from the lower middle economy to the upper middle economy, of course, every consumer or community who does not consume izaura has considerations to join as an izaura member in the



Multi Level Marketing business, among others 1) the benefits of the products being marketed. 2) Joined izaura as a side business. 3) Get bonuses from Multi Level Marketing businesses. 4) As an investment in the future. 5) Build Passive Income. In addition, members are interested in reaching the level of President contained in the plan B bonus. This bonus has been imaginary until now; no member has reached that level, which is very difficult for members.

Various ways for izaura members to attract consumers or prospective members to join, starting from how to convince each individual by giving izaura products to try the benefits of these products and holding an entrepreneurial seminar to convince potential members and holding seminars for members to quickly get members new from the recruitment seminar, besides that the members also use social media to convince people around them about their experience doing business with izaura and share various motivations for doing business with izaura.

It is hoped that the public will be more careful in considering themselves to join the MLM business, especially for MLM companies that have elements of fraud and which provide various kinds of imaginary bonuses which make it impossible for members to get the bonus so that people do not become victims of fraud and practices MLM business by not getting the bonuses expected by the members. It is expected that the company pays attention to the MLM business from the sharia aspect, starting from the product to the practices carried out in the MLM business, and does not complicate the requirements to reach the highest level in getting the bonus that members want so that there is no element of fraud in it.

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