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An Analysis of Persib's Early Bird Ticket Sales Practices: A Sharia Economic Law Perspective

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Abstrak

Penelitian ini membahas praktik penjualan tiket pertandingan sepak bola Persib Bandung melalui skema early bird. Skema ini menawarkan harga lebih murah bagi konsumen yang membeli tiket lebih awal dari jadwal pertandingan. Skema ini selain menjadi strategi pemasaran modern juga menimbulkan pertanyaan tentang kesesuaiannya dengan hukum ekonomi syariah. Tujuan penelitian ini adalah untuk menganalisis praktik penjualan tiket Persib Bandung dengan skema early bird dalam perspektif hukum ekonomi syariah. Metode penelitian menggunakan metode deskriptif studi kasus dengan pendekatan yuridis empiris, di mana data primer diperoleh melalui wawancara dengan konsumen pembeli tiket, sedangkan data sekunder berasal dari berbagai literatur. Adapun analisis data dilakukan dengan tiga teknik yaitu, reduksi data, sajian data dan kesimpulan. Hasil penelitian menunjukkan bahwa praktik early bird pada dasarnya sesuai dengan prinsip jual beli dalam Islam karena objek akad, harga, dan proses transaksi telah jelas, serta ijab kabul terwujud melalui sistem digital. Namun demikian, masih terdapat potensi gharar pada distribusi tiket yang terbatas dan risiko perubahan jadwal pertandingan. Oleh karena itu, pentingnya peningkatan transparansi informasi, mekanisme kompensasi yang adil, serta penerapan regulasi penjualan tiket digital berbasis syariah. Dengan demikian, praktik ini tidak hanya dapat memperkuat kepercayaan konsumen dan loyalitas penonton, tetapi juga memastikan transaksi berlangsung adil, aman, dan membawa keberkahan serta sesuai dengan prinsip syariah.

Kata kunci: Penjualan Tiket, Early Bird, Gharar, Hukum Ekonomi Syariah.

1. Latar Belakang

Humans are essentially social creatures who constantly interact with each other in various aspects of life[1], including in the economic field. One of the most basic forms of economic interaction is buying and selling, which has become a basic need to fulfill individual and collective interests [2]. Over time, buying and selling practices have expanded beyond basic necessities to include entertainment, recreation, and sports. One example is the sale of football match tickets, such as those for Persib Bandung, which uses an early bird scheme to attract spectators[3]. This sales pattern presents a unique dynamic in the study of Islamic economic law, given that buying and selling practices always require clear contracts and the fulfillment of sharia requirements.

The early bird scheme for Persib ticket sales is a marketing strategy that offers discounts or certain benefits to customers who purchase tickets in advance of matchdays. This system aims to increase sales, gauge fan interest, and ensure early confirmation of attendance [4]. Through this method, the organizers gain benefits in the form of earlier income certainty, while consumers feel the benefit in the form of cheaper prices [5]. However, this practice also opens up room for further examination from an Islamic legal perspective, particularly regarding the validity of the contract, transparency of information, and the avoidance of elements of gharar (uncertainty) or maysir (speculation).

From the perspective of Islamic economic law, every form of sale and purchase transaction must meet the specified requirements and pillars, namely the presence of a seller, a buyer, the object of the contract (*ma'qud 'alaih*), the consent and acceptance of both parties [6]. The question that then arises is whether the early bird ticket sales for Persib matches comply with these regulations. Is the contract clear and transparent, so that buyers are not left with any ambiguity regarding their rights? This question is crucial, because in Islamic trading practices, fairness and transparency are key principles that must not be ignored.

Carrying out trading practices in accordance with Sharia principles is crucial to maintaining the blessings of transactions and protecting both parties from unfair losses [7]. Sharia principles emphasize aspects of justice (*'adl*), honesty (*ṣidq*), openness (*tablīgh*), as well as prohibitions on harmful practices such as *gharar*, *riba*, and *maysir* [8]. Therefore, the business or practice of selling tickets in the field of sports must be tested based on sharia values so that it does not only pursue worldly profits, but also in accordance with the objectives of *maqāṣid al-syarī'ah*, namely protecting property (*ḥifẓ al-māl*) and providing broad benefits to society [9].

Several previous studies have examined similar buying and selling practices. For example, research on early bird ticket sales for music concerts[10], study on airline ticket sales with an early promotion system[11], research related to sales and purchase agreements in pre-ordering digital products[12], as well as a study on online sales of sports match tickets[13]. In addition, other studies discuss sharia aspects in discount-based marketing practices[14], analysis of contracts in online ticket sales[15], to studies regarding *gharar* in electronic transactions[16]. However, these studies have not specifically addressed the practice of early bird football ticket sales from the perspective of Islamic economic law, particularly in the case of Persib Bandung. This presents a gap for research that could provide a new contribution.

Based on this, this study will analyze Persib's early bird ticket sales from the perspective of Islamic economic law. This study aims to determine whether this practice aligns with the principles of Islamic sales contracts, identify potential elements of *gharar* (unclear risk), and assess the fairness and transparency of these transactions. It is hoped that the results of this study will contribute academically to the development of Islamic economic law studies, while also providing practical input for football club management, regulators, and the public to ensure that ticket sales practices are conducted in accordance with the values of justice and Sharia compliance.

2. Metode Penelitian

This research uses a descriptive case study method, focusing on the practice of selling Persib tickets through the early bird scheme. The approach used is empirical juridical, as this research not only examines the theory and provisions of Islamic economic law but also examines actual practices in the field. Primary data were obtained from interviews with consumers who purchased Persib tickets using the early bird scheme, providing a direct overview of their experiences and perceptions of fairness, transparency, and potential ambiguity in transactions. Meanwhile, secondary data were obtained from literature, regulations, fatwas from the National Sharia Council (DSN-MUI), academic articles, and sports news relevant to ticket sales practices and the principles of buying and selling in Islam.

The research used was qualitative, with data collection techniques including interviews, documentation, and literature review[17]. Documentation was obtained from Persib's official ticket purchasing application, the club's official website, and Persib's official Instagram account, which frequently contains information about ticket sales mechanisms. Data analysis was conducted in three stages: data reduction (selecting data relevant to the research focus), data presentation (organizing information from interviews, documentation, and literature), and drawing conclusions that connect the theoretical framework of Islamic economic law with Persib's early bird ticket sales practices. With this framework, the research is expected to provide a comprehensive overview of the compliance of ticket sales mechanisms with Islamic principles, while highlighting practical implications for management, policymakers, and consumers.

3. Hasil dan Diskusi

The early bird scheme for Persib ticket sales is a marketing mechanism where tickets are sold earlier before the match day at a cheaper price than the normal price [4]. For example, economy class tickets, which are usually sold for Rp 150,000, can be purchased for Rp 120,000 if purchased during the early bird period. Purchases are

made through the official online platform provided by club management, ensuring spectators can secure entry at a more affordable price, while management is guaranteed faster sales.

The management's goal in opening this early bird ticket is to increase spectator interest and enthusiasm from the start, ensure attendance, and generate faster revenue to support match operations[3]. Furthermore, this strategy is also part of a promotional effort to reward supporters who are more disciplined in purchasing tickets early. From a management perspective, early bird tickets are not just a price promotion, but also a risk management strategy, ensuring revenue certainty before the match begins.

However, the practice of early bird tickets can lead to potential losses for both parties. From a management perspective, potential losses arise if the lower price is unable to cover increased operational costs. Meanwhile, for spectators, losses can arise if there are changes to the match schedule, unilateral cancellations, or technical difficulties that prevent tickets from being used. Such situations can lead to customer dissatisfaction if there is no clear refund or compensation mechanism.

Based on the terms and conditions of a sale and purchase under Islamic law, the parties involved are Persib management as the seller and the spectators as the buyers. The object of the contract (*ma'qud 'alaih*) is the match ticket, which serves as access to the stadium to watch the match. The price is determined by ticket category, for example, IDR 120,000 during the early bird period. Meanwhile, the acceptance and acceptance of the offer are conducted digitally through an online platform, with the buyer agreeing to the seller's terms and conditions and making payment according to the stated price.

Other conditions of a sale and purchase, such as clarity of the object, are also met, as the ticket has a clear description of the seating category, date, and type of match to be watched. However, the certainty of the match schedule is crucial, as delays or cancellations can give rise to an element of *gharar* (unlawful behavior). Therefore, management must ensure that the ticket remains valid or provide alternative, equivalent compensation to avoid violating the principle of clarity in sharia-compliant transactions.

Based on a review of the terms and conditions of the sale and purchase, it can be concluded that the practice of selling Persib tickets using the early bird scheme essentially meets the requirements for a valid sale and purchase agreement in Islam. The parties are clear, the object of the transaction is known, the price is transparent, and the acceptance and acceptance are executed through a digital system agreed upon by both parties [18]. However, there is potential for problems if there is scheduling uncertainty or unilateral cancellations without a refund mechanism.

Based on the discussion above, this practice is in accordance with Sharia principles, so management needs to ensure its implementation is transparent and fair. Consumer protection must also be guaranteed, for example through a refund or compensation mechanism if a match schedule changes. Therefore, the early bird scheme is not only valid under Islamic law but also aligns with the values of justice and the *maqāṣid al-Shari'ah* (obligatory obligations of Sharia).

The findings of this study indicate that Persib ticket sales using the early bird scheme are essentially valid under Sharia economic law, provided they meet the requirements and pillars of the sale and purchase agreement and ensure transparency and fairness for consumers. Consequently, football club management needs to improve consumer protection and Sharia compliance so that this practice can become an example of a sports business aligned with Islamic principles. For academic purposes, this research adds to the literature on the implementation of Sharia economic law in the sports and entertainment sector, which has not received much attention to date.

Persib Ticket Purchase Mechanism with the Early Bird Scheme

The Persib early bird ticket purchase process begins with an official announcement from club management regarding the match schedule and early ticket purchase period. This information is usually provided through the club's official website, online ticket sales app, and social media. In this announcement, management explains ticket prices, seating categories, and the applicable early bird promotion period. Fans who purchase tickets during this period have the opportunity to receive a discounted price compared to the regular price.

The next step, prospective fans must register or log in to Persib's official ticket sales platform [19]. At this stage, buyers select their desired ticket category, such as economy, VIP, or VVIP, which is priced according to the early bird scheme. The system then displays seat availability and discounted prices [19]. Price transparency is crucial so buyers can consider their needs and financial capabilities.

After selecting a ticket category, buyers are prompted to fill in their personal information based on their official identification. This typically includes their full name, ID number, email address, and active phone number [19]. Correct data entry is required to personalize tickets and prevent ticket scalping. At this stage, the system also ensures that each identity can only purchase tickets within the limits set by management.

Next, buyers proceed to the payment stage. Management offers various payment methods, including bank transfers, debit/credit cards, and digital wallets connected to the platform [19]. After the payment is successfully verified, the buyer will receive confirmation via email or application [19]. This confirmation contains a unique code or e-ticket that can be used to enter the stadium on match day.

The final step is ticket validation during the match. Spectators simply need to show the e-ticket or QR code sent to them at the stadium entrance [19]. The verification system will scan the ticket and match it with the purchaser's data. This mechanism will allow Persib's early bird ticket sales to be more orderly, secure, and efficient, while providing certainty for management and comfort for spectators.

For example, for the Persib vs. PSS Sleman match at GBLA Stadium on the weekend of October 28, 2023, Persib is offering a 20% discount for the Early Bird period, valid from October 21–25, 2023 [20]. The normal price for the lower VIP section, for example, is Rp 400,000, but it's only Rp 320,000 during the Early Bird period. For the East, South, and North stands, the normal price of Rp 125,000 is reduced to around Rp 100,000[20].

Another example, in the Persib vs Borneo FC match in week 33 of Liga 1 2023/2024, there is an Early Bird period for two days (April 21-22, 2024) where the Main VIP ticket becomes Rp 320,000 from the normal price of Rp 400,000; the North West and South VIP becomes Rp 160,000 from Rp 200,000; and the north/south/east stands becomes Rp 100,000 from Rp 125,000.[21].

For major matches such as the Championship Series or the Persib vs. Madura United final, Management also applies a 20% Early Bird discount for members who have purchased tickets for at least a certain number of matches. For example, the Main VIP Stand for the final match is priced at an Early Bird price of Rp 480,000, compared to the normal price of Rp 600,000; the West, North & South VIP stands are priced at Rp 240,000 (Early Bird) compared to Rp 300,000 (normal); the East, North, and South stands are each priced at around Rp 140,000 (Early Bird) from the normal price of Rp 175,000 [22].

An Analysis of Fairness and Transparency in Persib Ticket Sales Transactions with the Early Bird Scheme: A Gharar Perspective

The principle of justice is one of the main foundations of Islamic economic law [23]. In the context of Persib's early bird ticket sales, fairness means providing equal opportunity to all supporters to obtain tickets at lower prices without discrimination. Management provides an online purchasing channel so everyone has equal access. This ensures more equitable ticket distribution and prevents the control of certain parties. This principle is crucial to avoid monopolistic practices and brokering that could potentially harm consumers [24].

Transparency of information in transactions is also a crucial point that must be upheld. In early bird practice, transparency is demonstrated by clearly publishing the purchase schedule, ticket prices, and stand categories through the club's official media. Consumers can understand the terms and conditions of purchase from the outset, thereby minimizing misunderstandings. This aligns with the Islamic principle of honesty (*al-ṣidq*), which requires every transaction to be free from fraud or concealment of flawed information [25]. Transparency is a means of building trust between sellers and buyers.

From a gharar perspective, the potential for uncertainty can arise if information regarding a match is uncertain, for example, regarding changes to the schedule or stadium location. If management does not provide a compensation mechanism, consumers may feel disadvantaged because their purchased tickets cannot be used as

planned. The element of gharar in this case lies in the uncertainty of the benefits the buyer will receive. Islam prohibits transactions containing gharar because they have the potential to exploit the vulnerable [26]. Therefore, certainty about the match schedule and venue is a crucial aspect.

Persib management has so far attempted to minimize the element of gharar (unclear) by providing notification of schedule changes through the official app. Furthermore, purchased tickets remain valid even if a match is postponed. This mechanism ensures that consumer rights are not lost. However, if a match is completely canceled, a clear refund policy is needed to ensure consumers are not disadvantaged. Transparency in this policy demonstrates a commitment to the principle of fairness.

Fairness is also reflected in the policy of limiting the number of tickets per purchase. This rule was created to prevent hoarding by ticket scalpers who could resell tickets at higher prices. This limit ensures more equitable ticket distribution and opens up opportunities for more people to obtain tickets. From a sharia perspective, this aligns with the concept of *maslahah*, which is to bring benefits to the wider community [2]. These efforts demonstrate management's commitment to fairness in ticket management.

In terms of transparency, the digital system used in the early bird scheme provides a clear transaction record. Customers receive proof of payment in the form of an e-ticket or a QR code that can be verified upon entry to the stadium. This digital proof prevents duplicate or counterfeit tickets, thus protecting the rights of buyers. With a transparent system, both management and spectators feel secure. This aligns with the principle of *hifz al-māl* (protection of property) within the *maqāṣid al-syarī'ah* (the protection of property) [27].

However, the early bird practice still needs to be monitored to prevent hidden injustices. For example, if the digital system experiences frequent disruptions, only a select few can purchase tickets. This situation could create the impression of discrimination for other consumers who do not have equal access. Therefore, management must ensure optimal technological infrastructure. The principle of fairness is not only measured by written regulations, but also by the actual implementation experienced by consumers.

Overall, the analysis of fairness and transparency shows that Persib's early bird ticket sales practice is fundamentally in accordance with Sharia principles, as long as it is implemented with full transparency and consumer protection. The element of gharar can be minimized by ensuring a certain schedule, a refund mechanism, and open communication between management and spectators. Fairness is achieved through equitable ticket distribution, purchase restrictions, and a digital system that prevents fraud. Therefore, this practice can be categorized as a legitimate and fair transaction according to Sharia economic law. These findings emphasize the importance of integrating Sharia values into the modern sports industry.

Table 1. Analysis of Fairness and Transparency in Persib Early Bird Ticket Sales

Aspect	Indicator	Implementation in Early Bird Scheme	Sharia Perspective	Potential Issues (Gharar)
Fairness (Justice)	Equal access	Online ticket purchasing system accessible to all supporters	Reflects <i>al-'adl</i> (justice) and prevents discrimination	System errors may limit access for some users
	Ticket purchase limit	Restriction on number of tickets per buyer	Prevents monopoly and scalping (<i>maslahah</i>)	Ineffective enforcement may still allow hoarding
	Distribution equity	Open opportunity for all fans	Avoids domination by certain parties	Unequal internet access can create bias
Transparency	Information disclosure	Clear publication of schedule, price, and categories	Aligns with <i>al-ṣidq</i> (honesty)	Sudden changes without notice may cause confusion
	Transaction proof	E-ticket and QR code system	Protects buyer rights (<i>hifz al-māl</i>)	Risk of technical failure in verification
	Digital system	Recorded transactions and verification system	Builds trust and accountability	System disruptions may reduce fairness

Gharar (Uncertainty)	Match schedule certainty	Notification of schedule changes via official app	Minimizes uncertainty	Lack of clarity if communication is delayed
	Ticket validity	Tickets remain valid if match is postponed	Protects consumer rights	Loss if match is canceled without refund
	Refund policy	Need for clear refund mechanism	Ensures justice and avoids harm	Absence of policy creates strong gharar element

Overall, Persib's early bird ticket sales practice reflects the principles of fairness and transparency in Sharia economic law, particularly through an equitable distribution system, purchase restrictions, and open information and accountable use of digital technology. However, the potential for gharar (unlawful buying) can still arise if there is uncertainty regarding match schedules, system disruptions, or the absence of a clear refund policy. Therefore, optimizing digital infrastructure, ensuring information security, and protecting consumers are key to ensuring this practice remains compliant with Sharia principles, particularly in maintaining justice (al-'adl), honesty (al-ṣidq), and protection of property (ḥifz al-māl).

An Analysis of the Suitability of Persib Ticket Sales with the Early Bird Scheme from the Perspective of Sharia Economic Law

Persib's early bird ticket sales practice represents an innovation in football match ticket marketing. This scheme allows spectators to purchase tickets in advance at a relatively lower price than the regular price. From a business perspective, this strategy aims to increase spectator interest while ensuring a guaranteed attendance early on. However, from a Sharia economic law perspective, this practice needs to be analyzed based on the principles of a valid sale and purchase agreement. This is crucial to ensure that transactions are not only legally valid but also in accordance with Sharia provisions [7], [18].

In muamalah fiqh, the sale and purchase agreement (al-bay') requires clarity regarding the object of the agreement, the willingness of both parties, and the avoidance of elements of gharar, maysir, and riba [25]. In the early bird mechanism, the object of the contract, the match ticket, is clear and understandable to the spectator. However, there is potential for disputes if match information, seating, or other technical provisions are not transparently explained from the outset. Therefore, the validity of the contract depends on the extent to which club management discloses ticket information openly.

Sharia analysis of early bird also touches on the price (tsaman) aspect of the sale. Islam permits price differences as long as they are agreed upon and known from the outset of the transaction [28]. Discounts on early bird schemes can be seen as a legitimate promotional strategy, as long as there is no element of fraud or coercion [25], [28]. In other words, a cheaper price for early purchases does not conflict with sharia principles, because it fulfills the element of willingness ('an tarāḍin minkum)[25], [28]. However, problems arise if the different prices are not accompanied by clarity about the benefits provided.

Another relevant aspect is the certainty of the benefits of the tickets purchased. Spectators purchase tickets with the expectation of being able to watch the match on the scheduled schedule. If a change in schedule, location, or unilateral cancellation occurs without a fair compensation mechanism, this practice could be considered a violation of Sharia principles. Under Sharia economic law, this falls under the category of gharar because it creates uncertainty about the benefits received by the purchaser [7]. Therefore, club management is obliged to provide a fair refund or rescheduling policy to avoid breaches of the contract.

Furthermore, fairness in ticket distribution is a crucial point in sharia analysis. The early bird system ideally provides equal opportunity for all spectators to purchase tickets. However, in practice, unequal digital access can lead to injustice, as only those with technological literacy or fast internet access benefit. This situation can create social inequality, which, from the perspective of maqāṣid al-syarī'ah, contradicts the principle of justice ('adl)[2]. Therefore, management needs to consider an inclusive distribution system.

From a contractual perspective, early bird pricing can be analogous to bay' al-salam, a sale involving upfront payment for goods or services to be received later [2], [18], [28]. In salam sales, the main conditions are clarity of the object of the contract, time of delivery, and specifications of the goods [18]. If an early bird ticket meets these requirements, such as match date, stadium location, and seating category, the contract can be considered valid. However, if there is any ambiguity or sudden changes that disadvantage the buyer, the contract becomes problematic.

The implementation of the early bird system also needs to be analyzed in the context of consumer protection under Islamic economic law. Islam emphasizes the importance of transparency (bayān) in every transaction [7]. If, in practice, information is withheld, such as certain restrictions or changes to terms without notice, this could be considered a form of injustice. Therefore, Persib management must prioritize the principle of transparency to ensure transactions are conducted in accordance with Sharia law.

In general, compared to Sharia-compliant sales principles, the early bird mechanism is relatively acceptable. The price is clear, the ticket is known, and the payment process is conducted legally. The main challenges lie in ensuring fair ticket distribution and anticipating schedule changes or match cancellations. Both of these aspects require strengthening of internal club regulations and oversight from authorities to prevent losses to spectators.

The research findings indicate that Persib's early bird ticket sales practice is fundamentally in accordance with Sharia economic law, particularly regarding the clarity of pricing and the object of the contract. However, there is still potential for gharar (unclear) arising from changes to match schedules, uneven ticket distribution, and the lack of adequate consumer protection mechanisms. Therefore, this practice is legally valid under the contract, but requires refinement in its implementation to fully comply with the maqāṣid al-syarī'ah (obligatory purposes of sharia).

The research recommendations emphasize that Persib management should increase information transparency, improve the ticket distribution system to make it more equitable, and provide a clear compensation mechanism in the event of match changes or cancellations. Policymakers need stricter regulations regarding digital ticket sales standards to protect consumer rights. Meanwhile, spectators are also advised to be more critical in understanding the terms and conditions for purchasing early bird tickets to ensure safe transactions in accordance with Sharia principles.

Table 2. Suitability Analysis of Persib Early Bird Ticket Sales from Sharia Economic Law Perspective

Aspect	Indicator	Implementation in Early Bird Scheme	Sharia Compliance	Potential Issues
Contract Validity (Al-Bay')	Clarity of object	Ticket (match, seat, category) clearly defined	Meets requirement of valid contract (<i>ma'qūd 'alayh</i>)	Lack of detail may cause dispute
	Mutual consent	Voluntary purchase by spectators	Fulfills <i>'an tarāḍin minkum</i> principle	Pressure due to limited quota
Price (Tsaman)	Price transparency	Early bird price lower than regular price	Permissible if agreed upfront	Unclear benefit differences
	Discount system	Promotional pricing strategy	Allowed in Islam (no <i>riba/maysir</i>)	Misleading promotion risk
Gharar (Uncertainty)	Schedule certainty	Match schedule announced	Valid if fixed and clear	Changes without compensation
	Benefit certainty	Ticket ensures match access	Must guarantee benefit delivery	Cancellation without refund
Contract Analogy	Bay' al-Salam	Payment now, benefit later	Valid if specifications clear	Ambiguity invalidates contract
Fairness ('Adl)	Ticket distribution	Open access via digital system	Supports justice principle	Digital divide creates inequality
	Access equality	All fans can purchase	Ideally inclusive system	Tech literacy gap

Transparency (Bayān)	Information disclosure	Terms, conditions, schedule provided	Required in Sharia transactions	Hidden clauses
	Policy clarity	Refund/reschedule mechanism	Protects consumer rights	Lack of clear policy
Consumer Protection	Rights protection	Digital ticket (QR/e-ticket)	Aligns with <i>hifz al-māl</i>	System errors harm consumers

Normatively, Persib's early bird ticket sales practice can be categorized as legitimate and in accordance with the principles of Islamic economic law, especially because it fulfills the elements of clarity of the contract object, price agreement, and the willingness of the parties. Furthermore, discount pricing schemes are also permitted as long as they are transparent and free from elements of usury, gambling, or fraud. However, there is still the potential for gharar arising from schedule uncertainty, unequal digital access, and suboptimal consumer protection mechanisms such as refunds. Therefore, strengthening aspects of transparency, distributional justice, and certainty of benefits is needed so that this practice is not only legally valid but also aligns with the main objectives of sharia (maqāṣid al-syarī'ah), namely realizing justice, welfare, and protection for all parties.

4. Kesimpulan

Based on the analysis, Persib's early bird ticket sales practice essentially aligns with the principles of Sharia economics, as it meets the clarity of price and the object of the contract. Although potential gharar (unclear) concerns remain regarding uneven ticket distribution and the risk of match schedule changes. The implications of these findings suggest that digital innovation in ticket sales is acceptable under Sharia law as long as it is implemented in accordance with the principles of fairness, transparency, and consumer protection. Therefore, Persib management is recommended to strengthen information transparency, provide a fair compensation mechanism, and develop a more inclusive distribution system. Meanwhile, policymakers need to establish standard regulations for Sharia-compliant digital ticket sales, and spectators are advised to carefully understand the terms and conditions of purchase to ensure safe, fair, and blessed transactions.

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