

ABSTRAK

Skripsi dengan judul, “Etika Bsinis Pedagang di Pasar Senggol Bangoan Kedungwaru Tulungagung dalam Perspektif Islam” yang ditulis oleh Intan Ika Pertiwi NIM. 1742143123 telah dengan pembimbing Muhammad Aswad, MA.

Pasar adalah salah satu tempat dimana roda ekonomi rakyat berputar. Menghasilkan keuntungan adalah tujuan setiap orang yang datang. Dan disitulah praktik etika bisnis para pedagangnya dipertanyakan yang sebagian besar beragama Islam namun sering melalaikan perintah agama meskipun mengetahui hukumnya. Seperti kecurangan timbangan, buruknya kualitas barang dangangan, kebohongan dan janji palsu, mementingkan berdagang sehingga melalaikan sholat, dan hal lain yangs sering terjadi di Pasar.

Rumsuan masalah dalam penelitian ini adalah (1) Bagaimana praktik etika bisnis di Pasar Senggol? (2) Apa saja faktor pendukung dan penghambat para pedagang dalam menjalankan etika bisnis? (3) Bagaimana perilaku pedagang dalam kegiatan jual beli? (4) Bagaimanakah cerminan etika bisnis Islam terhadap kesuksesan usaha bisnis jual beli di pasar Senggol?

Oleh karena itu, penelitian ini bertujuan untuk mendeskripsikan kondisi Pasar Senggol, mengetahui praktik para pelaku usaha dalam menerapkan etika bisnis, faktor pendukung dan penghambat para pedagang dalam menjalankan etika bisnis, serta cerminan etika bisnis Islam terhadap kesuksesan usaha bisnis di dalamnya. Menggunakan pendekatan kualitatif deskriptif untuk mendeksriptifkan hasil temuan dan pembahasan. Mengambil subjek para pedagang di lokasi penelitian Pasar Senggol, Tulungagung.

Berdasarkan hasil penelitian ini, para pedagang di. Pasar Senggol sebagian besar telah menerapkan etika bisnis islam baik secara sadar dan tahu maupun tidak karena keterbatasan dan latar belakang mereka namun tetap ditemui oknum nakal yang mencurangi konsumen. Diperlukan kesadaran masing-masing individu untuk benar-benar menghentikan perilaku tersebut karena pengelola telah mengupakan pencegahan dengan mengadakan sosialisasi serta pengawasan dan pemberian sanksi bagi pelaku.

Kata Kunci: Pasar Senggol, Etika Bisnis, Pedagang.

ABSTRACT

This thesis with the title, "Business Ethics Traders in Bangoan Senggol Market Kedungwaru Tulungagung in Islamic Perspective" written by Intan Ika Pertiwi NIM. 1742143123 has been supervised by Muhammad Aswad, MA.

The market is one place where the economic wheel of the people revolves. Making a profit is the goal of every person who comes. And that's where the practice of business ethics of the traders is questioned, most of which are Muslim, but often neglect religious orders despite knowing the law. Such as fraudulent scales, poor quality of goods sold, false lies and promises, the importance of trading so that they neglect prayer, and other things that often occur in the Market.

The basic problems in this study are (1) What is the practice of business ethics in Senggol Market? (2) What are the supporting factors and obstacles for traders in carrying out business ethics? (3) What is the behavior of traders in buying and selling activities? (4) What is the reflection of Islamic business ethics on the success of buying and selling business in the Senggol market?

Therefore, this study aims to describe the condition of Senggol Market, to know the practices of business people in implementing business ethics, supporting factors and obstacles for traders in carrying out business ethics, as well as reflecting Islamic business ethics on the success of business ventures in them. Using a descriptive qualitative approach to describe the findings and discussion. Take the subject of traders at the Senggol Market research site, Tulungagung.

Based on the results of this study, the traders at Most of Senggol Market has applied Islamic business ethics both consciously and knowingly or not because of their limitations and background, but they are still encountered by naughty individuals who cheat consumers. The awareness of each individual is needed to completely stop the behavior because the manager has been a deterrent by holding socialization and supervision and giving sanctions to the perpetrators.

Keywords: Senggol Market, Business Ethics, Traders.