

ABSTRAK

Tesis dengan judul “Praktik Jual Beli Daging Ayam Suntik dan Implikasinya terhadap Kesejahteraan Ekonomi Pedagang dalam Perspektif Etika Bisnis Islam di Kabupaten Tulungagung”, ini ditulis oleh Vika Ratna Saptarina dengan dibimbing oleh Dr. Iffatin Nur, M.Ag dan Dr. Agus Eko Sujianto, SE., MM.

Kata kunci : jual beli, daging ayam suntik, kesejahteraan ekonomi pedagang, etika bisnis Islam

Penelitian dalam tesis ini dilatarbelakangi peningkatan kebutuhan daging, khususnya daging ayam menyebabkan banyak pedagang daging ayam yang melakukan ketidakjujuran dalam penjualan daging ayam dan tidak sesuai dengan etika bisnis Islam. Pedagang mencari keuntungan dengan melakukan penyuntikkan air ke dalam daging ayam yang bertujuan untuk menambah berat daging ayam. Penambahan air ke dalam daging ayam sangat merugikan konsumen karena mengurangi timbangan dan mengakibatkan penurunan kualitas daging ayam. Penyuntikkan air ke dalam daging ayam merupakan hal yang sering dijumpai pada pasar tradisional yang memiliki aktivitas cukup tinggi di Kabupaten Tulungagung.

Fokus dan pertanyaan penelitian dalam kajian ini : 1. Bagaimana praktik jual beli daging ayam suntik dan implikasinya terhadap kesejahteraan ekonomi pedagang di Pasar Ngemplak Kecamatan Tulungagung dalam perspektif etika bisnis Islam, 2. Bagaimana praktik jual beli daging ayam suntik dan implikasinya terhadap kesejahteraan ekonomi pedagang di Pasar Bandung Kecamatan Bandung dalam perspektif etika bisnis Islam, 3. Bagaimana praktik jual beli daging ayam suntik dan implikasinya terhadap kesejahteraan ekonomi pedagang di Pasar Ngunut Kecamatan Ngunut dalam perspektif etika bisnis Islam.

Penelitian ini bermanfaat menambah wacana keilmuan dan pengetahuan tentang jual beli daging ayam suntik, kesejahteraan ekonomi pedagang, memberikan solusi alternatif dan bahan masukan bagi pemerintah agar peraturan yang ada dapat berjalan sebagaimana mestinya, sebagai bahan pertimbangan untuk mengembangkan etika bisnis Islam pada tempat penjualan daging ayam yang masih tradisional.

Penelitian ini menggunakan pendekatan kualitatif. Pengumpulan data dilakukan dengan menggunakan wawancara mendalam, observasi dan dokumentasi. Analisis data secara interaktif dan pengecekan keabsahan data menggunakan triangulasi sumber.

Hasil penelitian menunjukkan bahwa praktik jual beli daging ayam suntik di Pasar Ngemplak Kecamatan Tulungagung dilakukan secara terbuka dengan cara menjual daging ayam ‘basah’ dengan harga yang lebih murah dibandingkan daging ayam ‘kering’ atau normal. Penyuntikkan air ke dalam daging ayam dilakukan pedagang daging ayam secara mandiri di rumah. Praktik jual beli daging ayam suntik di Pasar Bandung, Kecamatan Bandung dan Pasar Ngunut

Kecamatan Ngunut hanya dilakukan pada waktu tertentu yaitu saat permintaan tinggi terutama menjelang Hari Raya Idul Fitri. Kesejahteraan ekonomi pedagang daging ayam masih bersifat material. Penerapan prinsip etika bisnis Islam belum sepenuhnya dilakukan oleh pelaku bisnis daging ayam.

Berdasarkan hasil penelitian maka diperoleh kesimpulan bahwa : 1. Praktik jual beli daging ayam suntik dan implikasinya terhadap kesejahteraan ekonomi pedagang di Pasar Ngemplak Kecamatan Tulungagung belum sesuai dengan perspektif etika bisnis Islam; 2. Praktik jual beli daging ayam suntik dan implikasinya terhadap kesejahteraan ekonomi pedagang di Pasar Bandung Kecamatan Bandung belum sesuai dengan perspektif etika bisnis Islam; 3. Praktik jual beli daging ayam suntik dan implikasinya terhadap kesejahteraan ekonomi pedagang di Pasar Ngunut Kecamatan Ngunut belum sesuai dengan perspektif etika bisnis Islam.

ABSTRACT

Thesis titled “The Practice of Purchase The Chicken Plumping and its Implications for Traders Economic Welfarefrom Perspective of Islamic Business Ethics in Tulungagung Regency” is written by Vika Ratna Saptarina, guided by Dr. Iffatin Nur, M.Ag and Dr. Agus Eko Sujianto, SE., MM.

Keywords : purchase, chicken plumping, traders economic welfare, Islamic business ethics.

The research in this thesis is motivated an increase in customers demand for meat, especially chicken meat. Chicken meat let to many traders who do dishonesty in sales of chicken meat and not in accordance with Islamic business ethics. Traders seek profit by the injection of water into the chicken meat which aims to increase the weight of chicken meat. The addition of water into the chicken meat is very detrimental to consumers because it reduces weight and the resulting decline in the quality of chicken meat. The injection of water into chicken meat is often found in traditional markets that have sufficiently high activity in Tulungagung Regency.

The focus and question of research in this thesis are : 1. How the practice of purchase the chicken plumping and its implications for traders economic welfare in the Ngemplak Market from perspective of Islamics business ethics; 2. How the practice of purchase the chicken plumping and its implications for traders economic welfare in the Bandung Market, from perspective of Islamic business ethics; 3. How the practice of purchase the chicken plumping and its implications for traders economic welfarein the Ngunut Market from perspective of Islamic business ethics.

This study was helpfulto add the discourse of science and knowledge of the buying and selling of chicken meat and chicken plumping, traders economic prosperity, provide alternative solutions and an input for the government, so that regulations can work properly, as consideration for developing Islamics business ethics at the point of sale of chicken meat is still traditional.

This study used qualitative approach. Data was collected by using indepth interviews, observation and documentation. Interactive data analysis and checking the validity of the data using triangulation.

The results showed that the practice of purchase the chicken plumping in the Ngemplak Market, done openly by selling chicken “plumping”with a price that is cheaper than normal chickens. The injection of water into the chicken meat, traders conducted independently at home. The practice of purchase the chicken plumping in the Bandung Market, and Ngunut Market just done at certain times, when customers demand is high, especially before the Eid Mubarak. Economic welfare of chicken meat traders still be material. The ethical business implementation of Islam has not been fully performed in chicken meat businesses.

Based on the results it could be concluded that : 1. The practice of purchase the chicken plumping and its implications for traders economic welfare in the Ngemplak Market, is not in accordance with the perspective of Islamic business ethics; 2. The practice of purchase the chicken plumping and its implications for traders economic welfare in the Bandung Market, is not in accordance with the perspective of Islamic business ethics; 3. The practice of purchase the chicken plumping and its implications for traders economic welfare in the Ngunut Market, is not in accordance with Islamic business ethics perspective.