

ABSTRAK

Skripsi dengan judul “Penerapan Etika Bisnis Islam Pada Perilaku Pedagang Pasar Tradisional Desa Karangtalun Dalam Meningkatkan Daya Beli Masyarakat” (Study Pada Pasar Tradisional Desa Karangtalun Kecamatan Kalidawir Kabupaten Tulungagung ini ditulis oleh Ziana Silviani, NIM. 12402175346, pembimbing Syamsul Umam, S.H.I., M.H.

Perilaku yang tidak sesuai dengan prinsip etika bisnis Islam seringkali dilakukan oleh para pelaku bisnis khususnya pedagang pasar. Prinsip pengetahuan akan etika bisnis Islam mutlak harus dimiliki oleh setiap individu yang melakukan kegiatan ekonomi baik itu seorang pebisnis ataupun pedagang. Sehubungan dengan hal tersebut, penulis memilih Pasar Tradisional Karangtalun sebagai objek karena peneliti dapat melihat secara langsung para pedagang di Pasar Tradisional Karangtalun berinteraksi secara langsung dengan pembeli.

Fokus penelitian dalam penulisan skripsi ini yaitu: (1) Bagaimana pemahaman etika bisnis Islam pada perilaku pedagang Pasar Tradisional Karangtalun?, (2) Bagaimana penerapan etika bisnis Islam pada perilaku pedagang Pasar Tradisional Karangtalun?, (3) Bagaimana dampak penerapan etika bisnis Islam pada perilaku pedagang Pasar Tradisional Karangtalun dalam meningkatkan daya beli masyarakat?.

Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif. Data yang digunakan adalah data primer dan data sekunder. Analisis data yang digunakan yaitu: 1) pengumpulan data, 2) reduksi data, 3) penyajian data, 4) penarikan kesimpulan dan verifikasi.

Hasil dari penelitian ini menunjukkan bahwa: 1) Pemahaman etika bisnis Islam para pedagang Pasar Tradisional Karangtalun disimpulkan para pedagang sudah memahami etika bisnis Islam secara mendasar bahwa dalam aktivitas bisnisnya dengan selalu berusaha bersikap ramah dan mengutamakan kejujuran. 2) Penerapan etika bisnis Islam para pedagang Pasar Tradisional Karangtalun sudah menerapkannya dalam kegiatan bisnisnya. (3) Dampak penerapan etika bisnis Islam terhadap perilaku pedagang yaitu mampu memajukan usaha dagang yang dijalankannya. Pelayanan yang baik juga memberi kepuasan tersendiri bagi pembeli dan menjadi pelanggan tetap. Hal ini berpengaruh terhadap pendapatan pedagang.

Kata Kunci: Etika, Pedagang, Perilaku

ABSTRACT

Thesis with the title "Implementation of Islamic Business Ethics in the Behavior of Traditional Market Traders in Karangtalun Village in Increasing People's Purchasing Power" (Study on Traditional Markets in Karangtalun Village, Kalidawir District, Tulungagung Regency, was written by Ziana Silviani, NIM.12402175346, supervisor Syamsul Umam, S.H.I., M.H.

Behavior that is not in accordance with the principles of Islamic business ethics is often carried out by business people, especially market traders. The principle of knowledge of Islamic business ethics absolutely must be owned by every individual who carries out economic activities, be it a businessman or a trader. In connection with this, the authors chose Karangtalun Traditional Market as the object because researchers can see firsthand the traders in Karangtalun Traditional Market interact directly with buyers.

The focus of the research in writing this thesis are: (1) How is the understanding of Islamic business ethics on the behavior of Karangtalun Traditional Market traders?, (2) How is the application of business ethics on the behavior of Karangtalun Traditional Market traders?, (3) How is the impact of the application of Islamic business ethics on behavior? Karangtalun Traditional Market traders in increasing people's purchasing power?.

This study uses an approach with a descriptive type of research. The data used are primary data and secondary data. The data analysis used are: 1) data collection, 2) data reduction, 3) data presentation, 4) drawing conclusions and levers.

The results of this study indicate that: 1) Understanding of Islamic business ethics by traders at Karangtalun Traditional Market. The merchants already understand Islamic business ethics fundamentally that in their business activities they always try to be friendly and prioritize honesty. 2) Ethical Application of Islamic business, Karangtalun Traditional Market traders have implemented it in their business activities. (3) The impact of the application of Islamic business on the behavior of the perpetrators is that they are able to advance their trading business. Good service also gives satisfaction to buyers and become regular customers. This affects the income of traders.

Keywords: *Ethics, Traders, Behavior*