

ABSTRAK

Skripsi dengan judul “Implementasi Etika Bisnis Islam terhadap Perilaku Pedagang Pasar Templek Desa Ngranti Tulungagung” ditulis oleh Ema Kalima Kismi Putri, NIM. 12402183141, Pembimbing Refki Rusyadi, M.Pd.I.

Pasar Templek merupakan pasar tradisional yang terletak di Desa Ngranti, Kecamatan Boyolangu, Kabupaten Tulungagung. Pasar Templek ramai dikunjungi para pembeli dari berbagai desa karena produknya yang masih *fresh*, lengkap, akses menuju lokasi mudah lokasi dan harga yang terjangkau. Tidak dapat dipungkiri, bahwa disetiap pasar pasti terdapat permasalahan akibat perilaku pedagang yang menyimpang, begitupun di Pasar Templek. Dari hasil pengamatan peneliti, permasalahan yang muncul diantaranya manipulasi barang, persaingan tidak sehat, pelayanan yang kurang baik, dan lain-lain. Berbagai permasalahan tersebut dapat diselesaikan dengan Etika Bisnis Islam. Hal ini dikarenakan Etika Bisnis Islam berlandaskan Al-Qur'an dan Hadits sehingga pasti kebenaran dan kebaikannya. Sehubungan dengan hal tersebut, peneliti tertarik untuk menjadikan Pasar Templek sebagai objek penelitian.

Fokus penelitian dalam skripsi ini yaitu: 1) Bagaimana pemahaman etika bisnis Islam pada para pedagang Pasar Templek? 2) Bagaimana implementasi etika bisnis Islam terhadap perilaku pedagang Pasar Templek? 3) Apa saja tantangan yang di hadapi para pedagang Pasar Templek dalam mengimplementasikan etika bisnis Islam?

Metode penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif. Data yang digunakan dalam penelitian yaitu data primer dan data sekunder. Analisis data yang digunakan peneliti yaitu 1) Reduksi Data, 2) Penyajian Data, 3) Penarikan Kesimpulan dan Verifikasi.

Temuan penelitian menunjukkan bahwa: 1) Pemahaman etika bisnis Islam pada para pedagang Pasar Templek masih kurang, pedagang belum mampu memahami esensi Etika Bisnis Islam dengan baik dan belum mengetahui penerapannya dengan baik. 2) Implementasi etika bisnis Islam terhadap perilaku pedagang Pasar Templek belum sepenuhnya diterapkan. Jika dikaitkan dengan prinsip-prinsip Etika Bisnis Islam, ditemukan pedagang yang tidak menjalankan ibadah sholat, memanipulasi barang, memaksa kehendak pembeli, bersikap kurang baik, dan lain-lain. Meskipun begitu, sebagian pedagang sudah mengimplementasikan Etika Bisnis Islam dengan cukup baik. 3) Tantangan yang di hadapi para pedagang Pasar Templek dalam mengimplementasikan Etika Bisnis Islam cukup beragam, diantaranya yaitu persaingan bisnis yang tidak sehat, takut rugi karena produk tidak laku, complain pembeli mengenai kualitas barang, dan kurangnya pemahaman tentang etika bisnis Islam.

Kata Kunci: Etika Bisnis Islam, Pedagang, Perilaku.

ABSTRACT

Thesis entitled "Implementation of Islamic Business Ethics on the Behavior of Templek Market Traders Ngranti Village Tulungagung" was written by Ema Kalima Kismi Putri, NIM. 12402183141, Supervisor Refki Rusyadi, M.Pd.I.

Templek Market is a traditional market located in Nganti Village, Boyolangu District, Tulungagung Regency. Templek Market is crowded with buyers from various villages because of its fresh, complete products, easy access to locations and affordable prices. It is undeniable, that in every traditional market there must be problems due to deviant behavior of traders, as well as in Templek Market. From the observations of the researchers, the problems that arise include the manipulation of goods, unfair competition, poor service and others. These problems can be solved with Islamic Business Ethics. This is because Islamic Business Ethics is based on the Qur'an and Hadith so that it must be true and good. In this regard, researchers are interested in making Pasar Templek the object of research.

The focus of the research in this thesis are: 1) How is the understanding of Islamic business ethics among the Templek Market traders? 2) How is the implementation of Islamic business ethics on the behavior of the Templek Market traders? 3) What are the challenges faced by Templek Market traders in implementing Islamic business ethics?

This research method uses a qualitative approach with a descriptive type of research. The data used in the study are primary data and secondary data. The data analysis used by the researcher is 1) Data Reduction, 2) Data Presentation, 3) Conclusion Drawing and Verification.

The research findings show that: 1) The understanding of Islamic business ethics in Templek Market traders is still lacking, traders have not been able to understand the essence of Islamic Business Ethics well and do not know its application well. 2) The implementation of Islamic business ethics on the behavior of Pasar Templek traders has not been fully implemented. If its related to the principles of Islamic Business Ethics, its found that traders don't perform prayers, manipulate goods, force the will of buyers, be unkind, and so on. However, some traders have implemented Islamic Business Ethics quite well. 3) The challenges faced by Templek Market traders in implementing Islamic Business Ethics are quite diverse, including unfair business competition, fear of loss due to unsold products, buyer complaints about the quality of goods, and lack of understanding of Islamic business ethics.

Keywords: *Behavior, Islamic Business Ethics, Traders.*