

ABSTRAK

Skripsi dengan judul “Implementasi Etika Bisnis Islam Dalam Perilaku Distributor Ikan Konsumsi (Studi Kasus di Pasar Ikan Bandung Kabupaten Tulungagung)” ini ditulis oleh Silvia Robitotul Husna, NIM. 126402201012, Fakultas Ekonomi dan Bisnis Islam, Jurusan Ekonomi, Prodi Ekonomi Syariah, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, yang dibimbing oleh Prof. Dr. Dede Nurohman, M.Ag.

Penelitian ini dilatar belakangi oleh semakin ketatnya usaha bisnis yang dijalankan oleh setiap pelaku usaha salah satunya distributor ikan konsumsi yang terkadang dapat dengan mudah menghalalkan segala cara untuk mendapatkan keuntungan yang maksimal. Sedangkan Rasulullah SAW telah memberikan contoh sikap dasar melalui bisnis perniagaannya yang dilakukan dengan menerapkan sifat *sidiq*, *amanah*, *tabliq*, dan *fathonah*.

Rumusan masalah yang dikemukakan pada penelitian ini sebagai berikut : (1) Bagaimana pemahaman etika bisnis Islam para distributor ikan konsumsi di pasar ikan Bandung Kabupaten Tulungagung ? (2) Bagaimana implementasi etika bisnis Islam terhadap perilaku distributor ikan konsumsi di pasar ikan Bandung Kabupaten Tulungagung ?

Penelitian ini merupakan penelitian deskripsi kualitatif dengan menggunakan teknik pengumpulan data berupa observasi dan wawancara. Dengan mengambil lokasi penelitian yaitu di pasar ikan Bandung Kabupaten Tulungagung.

Hasil penelitian ini menunjukkan bahwa : (1) Distributor ikan konsumsi di pasar ikan Bandung belum sepenuhnya memahami apa itu etika bisnis Islam apabila diuraikan menjadi *sidiq*, *amanah*, *tabliq*, *fathonah*. Akan tetapi para distributor memahami etika dalam berbisnis, paham jika usaha diniatkan baik maka menjadi ibadah, percaya bahwa rezeki sudah diatur oleh Allah SWT, para distributor bekerja sambil berdo'a, dan para distributor juga menjalin silaturahmi yang baik dengan masyarakat. (2) Implementasi etika bisnis Islam terhadap perilaku distributor ikan konsumsi di pasar ikan Bandung, yaitu sebagian besar sudah menerapkan dan menjalankan etika bisnis Islam, meskipun belum semua pedagang yang sudah menerapkan etika bisnis Islam, dan belum semua kegiatan dilakukan sesuai dengan etika bisnis Islam. Ketika melayani pembeli para distributor menerapkan sifat *sidiq* (jujur), menerapkan sifat *amanah* dengan menepati janji, tanggungjawab, meskipun masih ada beberapa yang dalam kegiatan jual belinya kurang sesuai dengan ajaran islam dan tidak menerapkan sifat *amanah*. Menerapkan sifat *tabliq* dengan bersikap ramah, dan menjelaskan segala sesuatu mengenai kualitas barang, namun masih terdapat beberapa distributor yang berkata kasar kepada pembeli. Sebagian distributor masih kurang dalam menerapkan sifat *fathonah*, karena masih terdapat distributor yang kurang bijaksana dalam menanggapi keluhan konsumen. Namun banyak inovasi dalam transaksi jual belinya.

Kata kunci : Perilaku Distributor, Pasar Ikan, Etika Bisnis Islam

ABSTRACT

The thesis with the title "Implementation of Islamic Business Ethics in the Behavior of Consuming Fish Distributors (Case Study at the Bandung Fish Market, Tulungagung Regency)" was written by Silvia Robitotul Husna, NIM. 126402201012, Faculty of Islamic Economics and Business, Department of Economics, Sharia Economics Study Program Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, supervised by Prof. Dr. Dede Nurohman, M.Ag.

This research is motivated by the increasingly stringent business activities carried out by every business actor, one of which is a distributor of consumption fish, which can sometimes easily justify any means to obtain maximum profits. Meanwhile, Rasulullah SAW has set an example through his business which is carried out by applying the characteristics of sidiq, amanah, tabliq and fathonah.

The formulation of the problem put forward in this research is as follows: (1) What is the understanding of Islamic business ethics among distributors of consumption fish in the Bandung fish market, Tulungagung Regency? (2) How is the implementation of Islamic business ethics towards the behavior of consumption fish distributors in the Bandung fish market, Tulungagung Regency?

This research is a qualitative descriptive study using data collection techniques in the form of observation and interviews. By taking the research location, namely the Bandung fish market, Tulungagung Regency.

The results of this research show that: (1) Distributors of consumer fish in the Bandung fish market do not fully understand what Islamic business ethics are when broken down into sidiq, amanah, tabliq, fathonah. However, distributors understand ethics in business, understand that if a business is well-intentioned then it becomes worship, believe that sustenance has been regulated by Allah SWT, distributors work while praying, and distributors also maintain good relationships with the community. (2) Implementation of Islamic business ethics on the behavior of consumption fish distributors in the Bandung fish market, namely that the majority have implemented and implemented Islamic business ethics, although not all traders have implemented Islamic business ethics, and not all activities are carried out in accordance with Islamic business ethics. When serving buyers, distributors apply sidiq (honesty), trustworthiness by keeping promises and responsibility, although there are still some whose buying and selling activities are not in accordance with Islamic teachings and do not apply trustworthiness. Applying tabliq behavior by being friendly and explaining everything regarding the quality of the goods, however, there are still some distributors who speak rudely to buyers. Some distributors are still lacking in implementing the fathonah nature, because there are still distributors who are less wise in responding to consumer complaints. However, there are many innovations in buying and selling transactions.

Keyword : *Distributor Behavior, Fish Market, Islamic Business Ethics*