

ABSTRAK

Skripsi dengan judul “Analisis Strategi Persaingan Usaha dalam Meningkatkan Pendapatan Pedagang Pasar Rakyat Karangrejo Kabupaten Tulungagung Ditinjau dari Perspektif Etika Bisnis Islam” ini ditulis oleh Siti Itsna Syamsiyah, Program Studi Ekonomi Syariah, Jurusan Ekonomi, Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung dengan Dosen Pembimbing Dr. Qomarul Huda, M.Ag.

Penelitian ini dilatarbelakangi oleh usaha atau bisnis kini memainkan peran penting dalam ekonomi dan kehidupan manusia, dengan tujuan utama memperoleh keuntungan dan meningkatkan kesejahteraan. Terutama pasar tradisional yang menjadi salah satu tempat terjadinya proses berniaga, seperti Pasar Rakyat Karangrejo di Kabupaten Tulungagung sangat penting bagi perekonomian lokal. Persaingan ketat di pasar ini mendorong pedagang untuk menawarkan produk berkualitas dan harga kompetitif, namun sering kali menimbulkan penyimpangan dari etika bisnis Islam. Fokus penelitian dalam penelitian ini adalah 1) Bagaimana strategi persaingan usaha para pedagang Pasar Rakyat Karangrejo Kabupaten Tulungagung dalam meningkatkan pendapatan?, 2) Bagaimana penerapan etika bisnis islam pada strategi persaingan usaha para pedagang Pasar Rakyat Karangrejo Kabupaten Tulungagung dalam meningkatkan pendapatan?.

Metode penelitian yang digunakan adalah pendekatan kualitatif deskriptif. Objek penelitian berada di Pasar Rakyat Karangrejo Kecamatan Karangrejo Kabupaten Tulungagung. Teknik pengumpulan data berasal dari wawancara, observasi, dan dokumentasi yang diperoleh langsung dari para pedagang Pasar Rakyat Karangrejo. Data yang terkumpul akan dianalisis dengan kondensasi data dan penyajian data sehingga bisa ditarik sebuah kesimpulan.

Hasil penelitian ini adalah 1) Para pedagang Pasar Rakyat Karangrejo menggunakan berbagai strategi untuk menarik dan mempertahankan pelanggan guna meningkatkan pendapatan, seperti mengunggulkan produk, harga, tempat, pelayanan, dan pelayanan pasca berbisnis. 2) Para pedagang di Pasar Rakyat Karangrejo telah menerapkan prinsip-prinsip etika bisnis Islam, yaitu prinsip tauhid, prinsip kesetimbangan, prinsip kehendak bebas, dan prinsip pertanggungjawaban dalam bentuk strategi persaingan usaha yang mereka jalankan.

Kata Kunci : Persaingan Usaha, Pendapatan, Etika Bisnis Islam

ABSTRACT

The thesis entitled "Analysis of Business Competition Strategy in Increasing the Income of Traditional Market Traders in Karangrejo, Tulungagung Regency Reviewed from the Perspective of Islamic Business Ethics" was written by Siti Itsna Syamsiyah, Islamic Economics Study Program, Department of Economics, Faculty of Islamic Economics and Business, Sayyid Ali Rahmatullah State Islamic University of Tulungagung with Supervisor Dr. Qomarul Huda, M.Ag.

This research is motivated by the fact that business now plays an important role in the economy and human life, with the main goal of gaining profit and improving welfare. Especially traditional markets which are one of the places where the trading process occurs, such as the Karangrejo Traditional Market in Tulungagung Regency, are very important for the local economy. Tight competition in this market encourages traders to offer quality products and competitive prices, but often results in deviations from Islamic business ethics. The focus of the research in this study is 1) How is the business competition strategy of the traders of Karangrejo Traditional Market, Tulungagung Regency in increasing income?, 2) How is the application of Islamic business ethics strategy in the business competition of the traders of Karangrejo Traditional Market, Tulungagung Regency in increasing income?.

The research method used is a descriptive qualitative approach. The object of the study is in the Karangrejo Traditional Market, Karangrejo District, Tulungagung Regency. Data collection techniques come from interviews, observations, and documentation obtained directly from the traders of Karangrejo Traditional Market. The collected data will be analyzed by data condensation and data presentation so that a conclusion can be drawn.

The results of this study are 1) The traders of Karangrejo Traditional Market use various strategies to attract and retain customers in order to increase income, such as excelling in products, prices, places, services, and after-sales services. 2) The business competition strategy implemented by the traders of Karangrejo Traditional Market is in line with the principles of Islamic business ethics, namely the principle of monotheism, the principle of equilibrium, the principle of free will, and the principle of accountability reflected in every aspect of the strategy they implement.

Keywords: Business Competition, Income, Islamic Business Ethics