

ABSTRAK

Skripsi dengan judul “Penerapan Etika Bisnis Islam dalam Jual Beli Pakaian Bekas *Import (Thrift)* di Toko Leca Tulungagung” yang ditulis oleh Afrina Ika Suci, NIM 126402201048, pembimbing Prof. Dr. Dede Nurohman, M.Ag.

Penelitian ini menarik untuk diteliti karena dalam Islam jual beli pakaian bekas memiliki hukum mubah atau boleh. Namun dalam aturan negara, jual beli dalam kasus ini dilarang untuk dilakukan. Tujuan penelitian ini adalah untuk mengetahui penerapan etika bisnis Islam yang dilakukan oleh salah satu Thrift Shop yaitu Toko Leca Tulungagung. Dan menganalisis lebih dalam terkait jual beli pakaian bekas impor menurut tinjauan etika bisnis Islam.

Penelitian ini menggunakan metode pendekatan deskriptif kualitatif, dengan cara mengumpulkan datanya melalui wawancara, observasi, dan dokumentasi. Hasil dari penelitian ini menunjukkan bahwa terdapat tiga motivasi Toko Leca dalam jual beli pakaian bekas impor. Yaitu (1) Ibadah dengan percaya kepada ketetapan Alloh SWT bahwa rezeki telah diatur, (2) Ekonomi sebagai bentuk pertimbangan membuka usaha pakaian bekas, dan (3) Passion pemilik toko Leca sebagai penggemar barang *branded*. Praktik Jual beli pakaian bekas impor (Thrift) di Toko Leca Tulungagung melalui empat tahapan, yaitu : (1) Proses mendapatkan barang.(2) Proses pemilihan dan persiapan barang (3) Proses pemasaran (4) Proses jual beli.. Diantaranya, (1) *Unity* (Tauhid) (2) *Equilibrium* (Keseimbangan). (3) *Free Will* (Kebebasan) (4) *Responsibility* (Tanggungjawab) (5) *Benevolence* (ihsan). Menurut tinjauan etika bisnis Islam, proses jual beli pakaian bekas impor (Thrift) di Toko Leca Tulungagung sudah sesuai dengan prinsip etika bisnis dalam Islam.

Kata Kunci : Thrift, Jual beli, Etika bisnis Islam

ABSTRACT

Thesis with the title “Application of Islamic Business Ethics in the Sale and Purchase of Used Import Clothing (Thrift) at Toko Leca Tulungagung” written by Afrina Ika Suci, NIM 126402201048, supervisor of Prof. Dr. Dede Nurohman, M.Ag.

This research is interesting to study because in Islam, buying and selling used clothing has a permissible law. However, in state regulations, buying and selling in this case is prohibited. The purpose of this study is to find out the application of Islamic business ethics carried out by one of the Thrift Shops, namely Toko Leca Tulungagung. And analyze more deeply related to the sale and purchase of imported used clothing according to the review of Islamic business ethics.

This research uses a qualitative descriptive approach method, by collecting data through interviews, observation, and documentation. The results of this study show that there are three motivations for Toko Leca in buying and selling imported used clothes. Namely (1) Worship by believing in Allah SWT's decree that sustenance has been arranged, (2) Economics as a form of consideration for opening a used clothing business, and (3) Passion of the Leca shop owner as a fan of branded goods . The practice of buying and selling used imported clothing (Thrift) at the Tulungagung Leca Shop goes through four stages, namely: (1) The process of obtaining goods.(2) The process of selecting and preparing goods(3) The marketing process (4) The buying and selling process. There are five principles of Islamic business ethics that have been applied by the owner of the Tulungagung Leca Shop. Among them, (1) Unity (Tawhid) (2) Equilibrium (Balance). (3) Free Will (Freedom) (4) Responsibility (Responsibility) (5) Benevolence (ihsan). According to the review of Islamic business ethics, the process of buying and selling used imported clothing (Thrift) at Toko Leca Tulungagung is in accordance with the principles of business ethics in Islam.

Keywords : Thrift, Sale and Purchase, Islamic Business Ethics