

ABSTRAK

Skripsi dengan judul “Analisis Terhadap Perilaku Pedagang Pasar Tradisional dalam Perspektif Etika Bisnis Islam (Studi Kasus di Pasar Tradisional Ngentrong, Kecamatan Campurdarat, Kabupaten Tulungagung)”. Ditulis oleh: Yonna Ifan Falucky, NIM: 2824133124. Pembimbing: Qomarul Huda M.Ag.

Penelitian ini membahas mengenai perilaku pedagang di Pasar Tradisional Ngentrong Tulungagung dalam perspektif etika bisnis Islam. Penelitian ini sangat penting, karena berguna untuk menunjukkan kejujuran, ketelitian, serta keramahan dalam perdagangan. Selain itu dengan adanya perilaku tersebut dapat membuat para konsumen dan para pedagang menjadi nyaman dalam bertransaksi. Adapun rumusan masalah dalam penelitian skripsi ini adalah bagaimakah perilaku pedagang menurut perspektif etika bisnis Islam di pasar tradisional Ngentrong Tulungagung? Adapun tujuan dari penelitian ini adalah untuk mengetahui perilaku pedagang menurut perspektif etika bisnis Islam di Pasar Tradisional Ngentrong Tulungagung.

Penelitian ini merupakan penelitian yang menggunakan penelitian deskriptif kualitatif. Pengambilan lokasi penelitian yang dipilih adalah Pasar Tradisional Ngentrong Tulungagung. Pengumpulan data dilakukan melalui teknik wawancara, observasi dan dokumentasi. Analisis data yang dilakukan secara kualitatif dengan prosedur yaitu melalui proses pengumpulan data, sumber data, analisis data, dan keabsahan data. Hasil penelitian menunjukkan, bahwa dari delapan unsur perilaku pedagang Pasar Tradisional Ngentrong, yang diantaranya ialah takaran, kualitas produk, keramahan, penepatan janji, pelayanan, empati, persaingan dan pencatatan transaksi ada beberapa pedagang yang tidak sesuai dengan etika bisnis Islam. Namun disisi lain juga terdapat perilaku pedagang yang sesuai dengan etika bisnis Islam.

Kata kunci : Perilaku, Pedagang, Etika Bisnis Islam.

ABSTRACT

Thesis with the title is "Analysis of Traditional Market Trader's Behavior in Perspective of Islamic Business Ethic (Case Study in Ngentrong Traditional Market, Subdistrict of Campurdarat, Regency of Tulungagung)" is written by: Yonna Ifan Falucky, NIM: 2824133124. Counselor is: Qomarul Huda M.Ag.

This research talks about market trader's behavior of Ngentrong Tulungagung in perspective of Islamic business ethic. This research is important, because it is useful to show the honesty, precision, and friendliness in trading. In addition, the existence of such behavior can make the consumers and traders become comfortable in the transaction. The formulation of the problem in this thesis research is how the behavior traders according to the perspective Islamic business ethic in the traditional market Ngentrong Tulungagung? The purpose of this research is to know the behavior of traders according to the perspective Islamic business ethic in the traditional market Ngentrong Tulungagung.

This research is a research using qualitative descriptive research. Taking the selected research location is Traditional Market Ngentrong Tulungagung. Data collection is done through interview technique, observation and documentation. Data analysis is done qualitatively with the procedure that is through the process of data collection, data source, data analysis, and data validity. The result of the research has showed that from the eight elements of traders behavior Traditional Market Ngentrong, which is the dose, product quality, hospitality, appointment, service, empathy, competition and recording transactions there are some traders that are not in accordance with Islamic business ethics. But on the other hand there are also trader behavior in accordance with Islamic business ethic.

Keywords: Behavior, Traders, Islamic Business Ethic.