

ABSTRAK

Skripsi dengan judul “Penetapan Harga Komoditi Hasil Pertanian Bagi Pedagang Di Pasar Tradisional Srengat Blitar Ditinjau Dari Teori Penetapan Harga Dalam Ekonomi Islam”. Ditulis oleh Yosi Kawa, NIM. 1742143309. Pembimbing , Dr. H. Dede Nurohman, M.Ag.

Penelitian ini dilatar belakangi oleh salah satu aktivitas penting dalam kehidupan ekonomi yaitu aktivitas jual beli, dimana dari aktivitas tersebut akan membentuk sebuah harga. Di dalam konsep ekonomi Islam adalah untuk mencari keridhaan Allah, bukan untuk memaksimalkan laba atau mendapatkan kekayaan. Dalam menentukan harga pedagang komoditi hasil pertanian di pasar tradisional Srengat Blitar menentukan harga berdasarkan harga yang berlaku di pasaran. Hal ini menimbulkan unsur ketidak jelasan karena tidak jelasnya mekanisme penentuan harga jual komoditi hasil pertanian yang dijual di pasar tradisional Srengat Blitar. Rumusan masalah dalam penelitian skripsi ini adalah (1) Bagaimana penetapan harga komoditi hasil pertanian di pasar tradisional Srengat Blitar? (2) Faktor apa saja yang mempengaruhi pedagang dalam penetapan harga komoditi hasil pertanian di pasar tradisional Srengat Blitar? (3) Bagaimana penetapan harga komoditi hasil pertanian di pasar tradisional Srengat Blitar ditinjau dari teori penetapan harga dalam ekonomi Islam? Adapun tujuan dari penelitian ini adalah untuk mendeskripsikan penetapan harga komoditi hasil pertanian di pasar tradisional Srengat Blitar, mendeskripsikan faktor apa saja yang mempengaruhi pedagang dalam penetapan harga komoditi hasil pertanian di pasar tradisional Srengat Blitar dan mendeskripsikan penetapan harga komoditi hasil pertanian di pasar tradisional Srengat Blitar dalam teori penetapan harga dalam ekonomi Islam.

Penelitian ini merupakan penelitian dengan menggunakan penelitian deskriptif kualitatif, pemilihan lokasi penelitian yang di pilih bertempat di Pasar Tradisional Srengat Blitar jalan Trisula No. 4 dan di Dinas Perindustrian dan Perdagangan Kabupaten Blitar Jalan Raya Kediri No. 18. Subyek penelitian ditujukan pada kepala bidang perindustrian dan pedagang komoditi hasil pertanian. Pengumpulan data melalui teknik observasi, wawancara dan dokumentasi. Analisis data yang dilakukan secara kualitatif dengan prosedur yaitu pengumpulan data, reduksi data, penyajian data dan penarikan kesimpulan.

Hasil penelitian menunjukkan, bahwa penetapan harga jual komoditi hasil pertanian di tetapkan berdasarkan harga yang berlaku di pasaran, harga beli dari tengkulak, naik turunnya harga yang beredar di pasaran, jumlah dagangan yang dibeai konsumen, lama tidaknya barang terjual, kualitas barang dan mekanisme pasar (permintaan dan penawaran). Penetapan harga tersebut tidak bertentangan dengan ekonomi Islam, ini didasari pada penetapan harga yang ditetapkan tidak tetap bisa naik ataupun turun dikarenakan adanya mekanisme pasar yaitu kekuatan permintaan dan penawaran, konsep ekonomi Islam rela sama rela, kejujuran dan keadilan.

Kata kunci: Pedagang, Penetapan Harga, Komoditi Hasil Pertanian, Ekonomi Islam

ABSTRACT

Thesis entitled "Pricing Of Agricultural Commodity For Traders in Traditional Market Srengat Blitar Viewed From Theory Of Pricing In Islamic Economics". Written by Yosi Kawa, NIM. 1742143309. Advisor, Dr. H. Dede Nurohman, M.Ag.

This research based on one of the important activity in the economic life of buying and selling activity, where from these will build a price. In the Islamic economic concept is to seek blessing from Allah, non to maximize profit and wealth. In determining the price of traders of agricultural commodities in the traditional market Srengat Blitar determine the price based prices prevailing in the market at the time. This raises an elements of vagueness because of the unclear price of agricultural commodity selling machines sold in traditional market Srengat Blitar. The research problems in this research is (1) How is the pricing of agricultural commodity in traditional market Srengat Blitar? (2) What is the factors influence traders in determining the price of agricultural commodities in the traditional market Srengat Blitar? (3) How is the pricing of agricultural commodity in traditional market Srengat Blitar viewed from theory of pricing in Islamic economics? The purpose of this research is to know the pricing of agricultural commodity in traditional market Srengat Blitar, to know the factors influence traders in determining the price of agricultural commodities in the traditional market Srengat Blitar, and to know the pricing of agricultural commodity in traditional market Srengat Blitar viewed from theory of pricing in Islamic economics.

This research is a research using qualitative descriptive research, this reasearch was conducted at Traditional Market Srengat Blitar Trisula street No. 4 and in Dinas Perindustrian dan Perdagangan Sub-Province Blitar Jalan Raya Kediri No. 18. The subject of this research is directed to the head of industry and trader of agricultural commodities. Data collection of this research is through observation techniques, interviews and documentation. Procedure of data qualitative analysis is data collecting, data reduction, data presentation and withdrawal of the conclusion.

The result of this research showed, that in determining the price of traders of agricultural commodities based prices prevailing in the market at the time the selling price of agricultural commodity determine the price based prices prevailing in the market at the time, price buy from middleman, fluctuate price in the market, merchandise sold by consumers, duration of goods sold, quality of goods and market mechanism (demand and supply). The pricing is not contrary to Islamic economics, it is based on the fixed price determination can not remain up or down due to the market mechanism that is the demand and supply power, the concept of islamic economy is willingly willing, honesty and justice.

Keyword: Traders, Pricing, Agricultural Commodities, Islamic Economics