

PERILAKU PEDAGANG SEMBAKO PASAR TRADISIONAL DALAM PERSPEKTIF ETIKA BISNIS ISLAM (STUDI KASUS DI PASAR BENOWO SURABAYA)

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ABSTRAK

Pedagang sembako Pasar Benowo dalam proses jual beli kerap terjadi kecurangan dan praktik yang diharamkan karena manusia mempunyai keinginan untuk mendapatkan keuntungan yang besar. Pedagang grosir sering kali mengabaikan etika dalam bertransaksi. Para pedagang ini selalu melakukan apapun yang mereka inginkan demi mengejar keuntungan. Praktik perdagangan kerap terjadi ketidakjujuran dalam menjelaskan deskripsi barang dagangan, ketidakadilan dalam melakukan takaran penimbangan serta suasana yang tidak kondusif ketika proses perdagangan terjadi. Sedangkan dalam Islam telah dijelaskan secara detail mengenai perilaku perdagangan, salah satunya yaitu antara penjual dan pembeli harus memiliki rasa suka saling suka. Tujuan penelitian ini, yaitu bagaimana perilaku pedagang Pasar tradisional Pasar Benowo dalam perspektif etika bisnis Islam. Metode yang digunakan metode kualitatif dengan jenis studi kasus. Teknik pengumpulan data yang digunakan observasi dan wawancara. Untuk teknik analisis data menggunakan reduksi data (*data reduction*), penyajian data (*data display*), dan menarik kesimpulan. Hasil penelitian perilaku pedagang sembako di Pasar Benowo Surabaya yang ditinjau melalui etika bisnis Islam telah diterapkan dan sesuai dengan perspektif etika bisnis Islam. Dan ditinjau dari lima prinsip-prinsip etika bisnis Islam belum diterapkan semua oleh para pedagang karena hanya menerapkan prinsip tauhid, tanggung jawab, sedangkan prinsip keseimbangan, kehendak bebas dan kebenaran tidak semua pedagang menerapkannya.

Kata kunci: Perilaku, Pedagang, Etika Bisnis Islam, Pasar, Pasar Tradisional

**BEHAVIOR OF TRADITIONAL MARKET TRADERS FROM THE
PERSPECTIVE OF ISLAMIC BUSINESS ETHICS (CASE STUDY AT
PASAR BENOWO SURABAYA)**

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ABSTRACT

Pasar Benowo grocery traders often experience conditions and practices that are prohibited in the buying and selling process because humans have the desire to make big profits. Wholesalers often ignore ethics in transactions. These traders always do whatever they want in pursuit of profit. The practice of buying and selling often involves dishonesty in explaining descriptions of merchandise, unfairness in carrying out weighing measurements and an atmosphere that is not conducive when the buying and selling process occurs. Meanwhile, in Islam trading behavior has been explained in detail, one of which is that sellers and buyers must have mutual liking. Research Objectivet is the behavior of traditional market traders at Benowo Market in terms of Islamic business ethics. The method used is a qualitative method with a case study type. The data collection techniques used were observation and interviews. Data analysis techniques use data reduction, data presentation and drawing conclusions. The results of research on the behavior of basic food traders at Pasar Benowo Surabaya, reviewed through Islamic business ethics, have been applied and are in accordance with the perspective of Islamic business ethics. And judging from the five principles of Islamic business ethics, not all traders have implemented them because they only apply the principles of unity, and responsibility, while not all traders apply the principles of equilibrium, free wil and truth.

Keywords: *Trader's, behavior, Islamic business ethics, market, tradisional market.*