

ABSTRAK

Perilaku Pedagang Muslim Pasar Gede Cilacap Jawa Tengah Perspektif Etika Bisnis Islam

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Pasar merupakan area tempat jual beli barang dengan jumlah penjual lebih dari satu baik yang disebut sebagai pusat perbelanjaan, pasar tradisional, pertokoan, mall, pusat perdagangan maupun sebutan lainnya. Perilaku menyimpang sering kali ditemukan di pasar tradisional. Oleh karena itu, etika bisnis Islam sangat berperan dalam mengatur perilaku para pedagang. Sehubungan dengan hal tersebut, penulis memilih pasar Gede Cilacap sebagai objek alasannya karena penulis melihat adanya perilaku pedagang yang tidak sesuai dengan apa yang telah diterapkan dalam etika bisnis Islam.

Fokus pembahasan dan pertanyaan penelitian ini adalah *pertama* tentang pemahaman pedagang muslim pasar Gede Cilacap mengenai etika bisnis Islam. *Kedua* tentang perilaku pedagang muslim pasar Gede Cilacap perspektif etika bisnis Islam. Jenis penelitian ini adalah penelitian lapangan (*field research*). Dalam pengumpulan data peneliti menggunakan metode observasi, wawancara, dan dokumentasi. Teknik analisis data yang digunakan adalah deskriptif analisis.

Berdasarkan hasil penelitian menyatakan: *Pertama* pemahaman pedagang muslim di pasar Gede Cilacap mengenai etika bisnis Islam disimpulkan bahwa para pedagang tidak mengetahui etika bisnis Islam. Akan tetapi, dalam melaksanakan transaksi jual beli mereka menggunakan aturan yang telah diatur oleh agama Islam dan memahami indikator etika bisnis islami. *Kedua* perilaku pedagang muslim di pasar Gede Cilacap telah sesuai dengan etika bisnis Islam yang meliputi, tidak melupakan ibadah shalat wajib, berdo'a dan bersedekah, adil atau seimbang dalam menimbang atau menakar dan tidak menyembunyikan cacat, memberikan kebebasan kepada penjual baru dan tidak memaksa pembeli, menepati janji dan bertanggungjawab atas kualitas barang, bersikap ramah tamah dalam melayani dan bermurah hati dengan memberi waktu tenggang pembayaran. Namun, sebagian perilaku pedagang ada yang tidak sesuai dengan etika bisnis Islam yaitu lalai dalam menjalankan ibadah shalat wajib ketika melakukan transaksi jual beli, tidak bersikap ramah kepada pembeli dan tidak memberikan waktu tenggang pembayaran.

Kata Kunci: *Perilaku, Pedagang Muslim, Pasar Gede Cilacap, Etika Bisnis Islam*

ABSTRACT

The Behavior of Moslem Sellers in Gede Market, Cilacap Central Java in the perspective of Islamic Business Ethics

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Market is a purchase and sale area with the number of more than one seller either the one called as shopping center, traditional market, shops, mall, trade center or the one with other names. Deviant behavior is frequently found in traditional market; therefore, Islamic business ethics play an essential role in managing the behavior of the sellers. In relation to this case, the writer chose the Gede Market, Cilacap as the object as the writer saw the behavior of the sellers that was deviant from what has been applied in the Islamic business ethics. Such deviant behavior included breaking promise, unfriendly to the buyers, and not giving the grace time for the payment.

The focus of the discussion and the question of this research included *first* about the understanding of the Moslem sellers in Gede Market, Cilacap regarding the Islamic business ethics; *second*, regarding the behavior of Moslem sellers in Gede Market, Cilacap in the perspective of Islamic business ethics. This is a field research in which the data was collected though the method of observation, interview, and documentation. The technique of data analysis used was the descriptive analysis.

The results of the research revealed that first the Moslem sellers in Gede Market, Cilacap do not understand about Islamic business ethics. However, in implementing the purchase and sale transaction they use the rules that have been regulated by Islam and understand the indicators of Islamic business ethics. Second, the behavior of sellers in Gede Market, Cilacap has been in conformity with the Islamic business ethics including doing Shalat (Fardhu), pray and giving, being righteous, and in balance in weighing and not hiding any defects and giving the freedom for the new sellers and not forcing any buyers, keeping promises, being responsible for the product quality, being courteous in serving and being generous in giving the grace time for payment. However, some behaviors of the sellers were not in line with the Islamic business ethics such as being negligent to do Shalat (Fardhu) when still doing trading activity, being unfriendly to the buyers and not giving a grace time for payment.

Keywords: *Behavior, Moslem Sellers, Gede Market, Cilacap, Islamic Business Ethics*

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