

ABSTRAK

Penelitian ini bertujuan untuk menganalisis penerapan etika bisnis islam dalam transaksi jual beli jika di tinjau dari prinsip – prinsip etika bisnis islam dan juga untuk mengetahui dampak penerapan etika bisnis islam terhadap kemajuan usaha dagang di pasar Gamping.

Jenis penelitian ini adalah penelitian kualitatif dengan teknik pengumpulan data menggunakan kuisisioner, wawancara, dan dokumentasi. Informan dalam penelitian ini adalah pedagang yang ada di pasar Gamping.

Hasil penelitian menunjukkan bahwa pedagang yang ada di pasar Gamping sudah menerapkan etika bisnis islam pada aktivitas bisnisnya. Hal tersebut di lihat dari komitmen pedagang terhadap Allah SWT dan produknya, semangat berbagi, kesadaran pemenuhan takaran, tanggung jawab, keterbukaan menerima kritik dan saran dari orang lain, menerima pengembalian barang yang sudah dibeli dan juga menerima pengembalian utang setelah jatuh tempo. Penerapan etika bisnis islam di pasar Gamping memiliki dampak positif terhadap kemajuan usaha dagang jika di lihat dari aspek kelayakan bisnis, yakni aspek pemasaran, manajemen dan SDM, lingkungan, sosial dan finansial.

Kata Kunci : Etika Bisnis Islam, Usaha Dagang, Pedagang di Pasar Gamping

ABSTRACT

This research aimed at analyzing the implementation of islamic business ethics in transaction if it was seen from the principles of islamic business ethics towards the trading business advancement in Gamping market.

The research was qualitative in nature with data collecting technique using questionnaire, interview, and documentation. The source of information in the research was the sellers in Gamping market.

The result of the research showed that the sellers in Gamping market had already implemented islamic business ethics in their business activities. It was observed from the commitment of the sellers to Allah SWT and their products, the spirit of sharing, the awareness of fulfilling the measure, the responsibility, the openness to accept criticism and suggestion from other people, the acceptance for the returned goods purchased and also taking returned debt after due date. The implementation of islamic business ethics in Gamping market had positive effect towards the trading business advancement if it was observed from business feasibility aspects, i.e. aspects of marketing, management and human resource, environment, social and financial.

Keywords: Islamic Business Ethics, Trading Business, Sellers in Gamping Market