

ABSTRAK

Penelitian ini di latar belakanginya banyaknya stemen negatif dari masyarakat sekitar tentang kelayakan produk serta praktik yang dilakukan pemilik toko rere karena di sebabkan oleh beberapa komplain dari beberapa masyarakat tentang produk yang ditawarkan toko tersebut kurang berkualitas, Skripsi ini bertujuan untuk mengkaji aspek hukum Islam dalam konteks muamalah terkait praktik jual beli yang dilakukan apakah sesuai atau tidak. Pemahaman terhadap fiqh muamalah menjadi landasan utama dalam menganalisis kesesuaian praktik yang dilakukan.

Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan jenis penelitian lapangan dengan analisis data menggunakan metode observasi lapangan, wawancara dan dokumentasi dengan pemilik toko, analisis data dilakukan dengan aspek fiqh muamalah seperti syarat jual beli dan objek jual beli.

Hasil penelitian ini diharapkan mampu memberikan gambaran yang jelas tentang kesesuaian praktik jual beli dengan prinsip-prinsip hukum islam.serta skripsi ini memberikan rekomendasi penyesuaian yang mungkin diperlukan pihak terkait agar bisnisnya lebih berkah dan sesuai dengan ketentuan hukum islam. Hasil penelitian yaitu sebelum produk di diskonkan penjual menaikkan harga produk yang di tawarkan serta tidak memperhatikan keseluruhan kualitas produk yang di tawarkan sehingga merugikan salah satu pihak yaitu konsumen.

Kata kunci: Jual beli, Diskon, Fiqih Muamalah

ABSTRACT

This research is based on the many negative statements from the surrounding community regarding the suitability of the products and the practices carried out by the rere shop owners because of several complaints from several people about the products offered by the shop being of poor quality. This thesis aims to examine aspects of Islamic law in the context of muamalah regarding whether the practices carried out are appropriate or not. Understanding muamalah fiqh is the main basis for analyzing the suitability of the practices carried out.

This research uses a descriptive qualitative approach with a type of field research with data analysis using field observation methods, interviews and documentation with shop owners, data analysis is carried out using aspects of fiqh muamalah jurisprudence such as buying and selling conditions and buying and selling objects.

It is hoped that the results of this research will be able to provide a clear picture of the suitability of buying and selling practices with the principles of Islamic law. This thesis also provides recommendations for adjustments that may be needed by related parties so that their business is more profitable and in accordance with the provisions of Islamic law. The results of the research are that before the product is discounted, the seller increases the price of the product being offered and does not pay attention to the overall quality of the product being offered, thereby causing harm to one party customer.

Keywords: Buying and selling, discounts, Fiqh Muamalah