

ABSTRAK

Etika bisnis Islam merupakan suatu cara atau akhlak yang digunakan dalam menjalankan kegiatan bisnis yang mencakup seluruh aspek dengan berlandaskan al-Qur'an dan hadist serta norma-norma yang berlaku. Etika bisnis Islam mencakup lima prinsip diantaranya prinsip kesatuan, prinsip keadilan, prinsip kehendak bebas, prinsip tanggung jawab dan prinsip kebenaran. Dalam menjalankan aktivitas bisnis, seorang muslim diwajibkan untuk selalu menerapkan prinsip-prinsip etika bisnis Islam yang sesuai dengan syariat-syariat Islam. Penelitian ini bertujuan untuk mengetahui bagaimana proses transaksi jual beli serta penerapan atau implementasi etika bisnis Islam dalam transaksi jual beli pedagang busana muslim di Kawasan Religi Sunan Ampel Surabaya.

Metode yang digunakan dalam penelitian ini yakni menggunakan metode deskriptif kualitatif. Sumber data pada penelitian ini menggunakan sumber data primer dan sekunder. Teknik pengumpulan data menggunakan metode observasi, wawancara dan dokumentasi. Informan pada penelitian ini mencakup beberapa pihak diantaranya pengelola pasar, pedagang busana muslim serta pembeli busana muslim di Kawasan Religi Sunan Ampel Surabaya.

Berdasarkan hasil wawancara serta observasi, peneliti merumuskan hasil dari penelitian ini yaitu 1) Proses transaksi jual beli pedagang busana diantaranya ada penjual dan pembeli, ijab dan kabul, ada barang yang dibeli dan ada nilai tukar pengganti. 2) Penerapan etika bisnis Islam telah diterapkan dengan baik oleh para pedagang busana muslim. Tetapi masih terdapat pedagang yang menunjukkan sikap tidak sopan serta kurang ramah kepada pembeli hal tersebut dapat dikarenakan pedagang yang kurang memahami sepenuhnya tentang etika bisnis Islam.

Kata Kunci : Etika Bisnis Islam, Jual Beli, Pedagang Busana Muslim

ABSTRACT

Islamic business ethics is a way or morals used in carrying out business activities that cover all aspects based on the Qur'an and hadith as well as applicable norms. Islamic business ethics includes five principles including the principle of unity, the principle of justice, the principle of free will, the principle of responsibility and the principle of truth. In carrying out business activities, a Muslim is required to always apply the principles of Islamic business ethics in accordance with Islamic law. This study aims to find out how the process of buying and selling transactions and the application or implementation of Islamic business ethics in buying and selling transactions of Muslim fashion traders in the Religious Area of Sunan Ampel Surabaya.

The method used in this research is using descriptive qualitative method. Sources of data in this study using primary and secondary data sources. Data collection techniques using the method of observation, interviews and documentation. Informants in this study include several parties including market managers, Muslim clothing traders and Muslim clothing buyers in the Sunan Ampel Religious Area, Surabaya.

Based on the results of the interviews and observations, the researchers formulated the results of this study, namely 1) The process of buying and selling transactions for fashion merchants includes sellers and buyers, consent and acceptance, goods purchased and replacement exchange rates. 2) The application of Islamic business ethics has been well implemented by Muslim fashion traders. But there are still traders who show impolite and unfriendly attitudes towards buyers. This can be due to traders who do not fully understand Islamic business ethics.

Keywords: Islamic Business Ethics, Buying and Selling, Muslim Fashion Traders