

ABSTRAK

Nura Indah, 140721100011, Tinjauan Ekonomi Islam Terhadap Persaingan Pengepul Garam Rakyat Di Desa Pinggirpapas Kecamatan Kalianget Kabupaten Sumenep. Skripsi, Program Studi Ekonomi Syariah, Fakultas Keislaman, Universitas Trunojoyo Madura. Pembimbing : Dony Burhan Noor Hasan, Lc., MA

Dalam tata niaga pertanian yang dinamakan pemasaran meliputi segala usaha yang menyebabkan perpindahan hak milik atas barang-barang dan kegiatan pendistribusiannya. Dalam berbisnis syariah, pebisnis muslim tidak boleh menghalalkan segala cara dalam mengungguli persaingan, apalagi sampai melakukan kecurangan-kecurangan untuk mematikan pihak lawan. Hal-hal yang harus dilakukan dalam menyikapi suatu persaingan yang sesuai dengan bisnis syariah diantaranya produk yang ditawarkan (produk, pelayanan prima, harga), cara bersaing, membangun ikatan relasi yang berkesinambungan.

Metode penelitian yang digunakan dalam penelitian ini merupakan metode penelitian kualitatif deskriptif dengan jenis penelitian lapangan. Metode pengumpulan data dalam penelitian ini menggunakan metode wawancara dan dokumentasi. Teknik analisis data menggunakan tiga pendekatan yaitu reduksi data, penyajian data dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa saluran distribusi pemasaran garam rakyat di Desa Pinggirpapas Kecamatan Kalianget semuanya memiliki kesamaan yaitu dari petani garam dijual kepada pengepul (*dhegeng*) kemudian dijual kembali kepada perusahaan/pabrik garam. Para pengepul di Desa Pinggirpapas masih belum menerapkan persaingan bisnis syariah. Pengepul banyak yang melakukan kecurangan dalam hal kualitas, harga, dan timbangan.

Kata Kunci : Saluran Distribusi, Persaingan.

ABSTRACT

Nura Indah, 140721100011, Overview of Islamic Economy Against the Trade of People's Salt in Pinggirpapas Village Kalianget District, Sumenep Regency. Thesis, Study Program Economics Syariah, Islamic Faculty, Trunojoyo University of Madura. Advisor : Dony Burhan Noor Hasan, Lc., MA

In the agricultural trade system called marketing encompasses all efforts that cause the transfer of ownership rights to goods and distribution activities. In sharia business, Muslim businesspeople must not justify any means to surpass competition, especially to commit frauds to kill the other party. Things that must be done in addressing a competition that is in accordance with sharia business, including the products offered (products, excellent service, prices), how to compete, build a sustainable relationship.

The research method used in this research is a descriptive qualitative research method with field research type. Methods of data collection in this study is using the method of interview and documentation. Data analysis techniques is using three approach of analysis, which is data reduction, data display, and conclusion drawing/verification.

The results of the study showed that the distribution channels of people's salt marketing in Pinggirpapas Village Kalianget District all had similarities, namely from salt farmers sold to collectors (dhegeng) and then resold to companies / salt factories. The collectors in Pinggirpapas Village still have not applied Islamic business competition. Many collectors commit fraud in terms of quality, price, and scales.

Key words : Distribution Channels, Competition.

