

ABSTRAK

MUHAMMAD FAZA MUKHOYAR HASANUDIN 2022, ANALISIS PENERAPAN PRINSIP UNITY DAN EQUILIBRIUM DI MINI MARKET QINI MART TASIKMALAYA : Program Studi Ekonomi Syariah Fakultas Agama Islam Universitas Siliwangi

Di Tasikmalaya, di jalan Purbaratu. Terdapat ritel atau mini market bernama Qini Mart yang didirikan oleh Pesantren Idrisiyah sejak tahun 2010. Berdasarkan penelitian pendahuluan masih ada permasalahan yang ada dalam kegiatan berbisnisnya, dilihat dari penerapan *unity* terutama dalam hal melaksanakan kegiatan bisnis yang tidak sesuai menurut ajaran syariat Islam, yaitu terjadi ketika harga barang sedang murah maka toko membeli barang dengan jumlah banyak kemudian di stok di gudang, dan kemudian nantinya dijual ketika harga sedang mahal. Kemudian permasalahan selanjutnya masih banyaknya komplain dari pengunjung atau konsumen toko dikarenakan banyak barang yang *expired* atau kadaluwarsa.

Metode penelitian yang dilakukan peneliti adalah metode deskriptif dengan pendekatan kualitatif. Data yang dikumpulkan dari data primer yakni dari kepala toko, karyawan dan konsumen mini market Qini Mart. Instrumen pendukung dalam penelitian ini terdiri atas *Soft instrument* yaitu pedoman wawancara, pedoman observasi, dan pedoman dokumentasi. Sedangkan *hard instrument* yaitu kamera untuk observasi dan dokumentasi.

Hasil penelitian di Toko Mini Market Qini Mart Tasikmalaya, bahwa mini market Qini Mart Tasikmalaya belum sepenuhnya menerapkan prinsip kesatuan (*Unity*), karena mini market Qini Mart Tasikmalaya melakukan diskriminasi terhadap pembeli, dan sudah menjadi kebiasaan toko sering membeli barang ketika barang tersebut sedang mengalami penurunan harga dan menyimpan terlebih dahulu untuk nanti dijual ketika harga tersebut naik kembali. Mini market Qini Mart Tasikmalaya dalam hasil penelitian sudah menerapkan prinsip keseimbangan/keadilan (*Equilibrium*), hal tersebut ditandai dengan tidak ada kecurangan dalam hal takaran dan timbangan, mekanisme harga sesuai dengan harga pasaran dan tidak melakukan kecurangan dalam menjual barang yang sudah tidak dapat diperjual belikan.

Kata Kunci : Etika Bisnis Islam, *Unity*, *Equilibrium*, Ritel

ABSTRACT

MUHAMMAD FAZA MUKHOYAR HASANUDIN 2022, ANALYSIS OF THE APPLICATION OF UNITY AND EQUILIBRIUM PRINCIPLES IN MINI MARKET QINI MART TASIKMALAYA : Sharia Economics Study Program, Faculty of Islamic Religion, Siliwangi University

In Tasikmalaya, on street Purbaratu. There is a retail or mini market called Qini Mart which was founded by Pesantren Idrisiyah since 2010. Based on preliminary research, there are still problems that exist in their business activities, seen from the application of unity, especially in terms of carrying out business activities that are not in accordance with the teachings of Islamic law, which occurs when the price of goods is cheap, the store buys goods in large quantities and then stock them in the warehouse, and then later sold when the price is high. Then the next problem is there are still many complaints from visitors or shop consumers because many items are expired.

The research method carried out by the researcher is a descriptive method with a qualitative approach. Data collected from primary data, namely from store heads, employees and consumers of the Qini Mart mini market. The supporting instruments in this study consisted of soft instruments, namely interview guidelines, observation guidelines, and documentation guidelines. While the hard instrument is a camera for observation and documentation.

The results of the research at the Qini Mart Tasikmalaya Mini Market Store, that the Qini Mart Tasikmalaya mini market has not fully implemented the principle of (unity), because the Qini Mart Tasikmalaya mini market discriminates against buyers, and it has become a habit for stores to often buy goods when the goods are in decline price and save it for later selling when the price rises again. The Qini Mart Tasikmalaya mini market in the research results has applied the principle of balance / justice (Equilibirum), this is indicated by no cheating in terms of measurements and scales, the price mechanism is in accordance with market prices and no cheating in goods that can no longer be traded.

Keywords: Islamic Business Ethics, Unity, Equilibrium, Retail