

ABSTRACT

Rifan Nurjaman, 2024. Analysis of the Implementation of Islamic Business Ethics in Traditional Market Trader in Cogreg Village, Cikatomas District, Tasikmalaya Regency.

This study aims to analyze the extent to which traders in the Cogreg Village Traditional Market, Cikatomas District, Tasikmalaya Regency, apply the principles of Islamic business ethics in their buying and selling activities. The background of this thesis is the existence of deviant behavior committed by some traditional market traders in Cogreg Village, Cikatomas District, Tasikmalaya. These deviant behaviors include mixing low-quality products with low-quality products at the same price. Some traders also tend to be unfriendly when selling their goods. Furthermore, traders lack knowledge of ethical trading terms but do not know how to trade properly according to trading rules.

This study uses a qualitative descriptive method. Primary data was obtained from in-depth interviews with traditional market traders in Cogreg Village, Cikatomas District, Tasikmalaya. Secondary data was obtained from interviews with some traders, heads of traditional market technical units, related literature, and previous studies on Islamic business ethics. Data collection techniques were conducted through interviews, observation, and documentation, which were then analyzed through data reduction, data presentation, and conclusion drawing.

Based on the research results and discussions, conclusions can be drawn regarding Islamic Business Ethics among Cikatomas Market Traders in Tasikmalaya Regency. Changes in traders indicate significant results and align with Islamic Business Ethics. The results show that almost all traders trade by upholding the principles of unity, balance, virtue, responsibility, and free will. They believe that all good deeds done with sincere intentions will return to them, especially their business itself. Honesty in trading, such as using proper scales, fair prices, good service, concern for customers, selling halal merchandise, and helping one another, demonstrates the well-being of Islamic business ethics. This creates a harmonious, mutually beneficial market filled with good values, thus bringing prosperity and blessings to the market environment. The main factor that causes traders to commit these deviations is a lack of awareness and understanding of Islamic business ethics and weak supervision of the Cikatomas Traditional Market, Cogreg Village, Tasikmalaya.

Keywords: *Islamic Business Ethics, Market Traders, Cikatomas, Sharia.*