

## **The Behavior of Rice and Egg Traders in Manarap Market, Kertak Hanyar District, Banjar District Perspective of Islamic Business Ethics**

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### **Abstract**

This research is motivated by the experience of the community who considers that the behavior of rice and egg traders in the Manarap market is contrary to sharia business ethics. The purpose of this study was to determine the business ethics behavior of rice and egg traders in the Manarap market in terms of Islamic business ethics. This research is a field research with a qualitative approach, the number of traders studied is 10 people. Data collection used observation techniques and direct interviews with informants, namely rice and egg traders. The collected data were analyzed based on Islamic business ethics theory. Through a Qualitative Approach, the following findings are obtained: first, the business of rice and egg traders in Manarap Market has implemented Islamic business ethical behavior, which can be seen from several attitudes: honesty, trustworthiness, fairness, sincerity, diligence and hard work, not badmouthing other traders, all rice and egg traders in Manarap Market but in the attitude of working harder there are 2 people who work harder than other traders because they also sell elsewhere. Second, traders who apply Islamic business ethics as a whole, out of 10 informants, only 2 or 20%.

*Keywords: Behavior, Traders, Sharia Business Ethics*

### **Introduction**

Human life is formed based on relationships with God and humans with animals, plants, possessions, and natural resources as a whole, which take the form of horizontal and vertical relationships. The relationships formed in these various dimensions place humans as social beings where humans will always need relationships with each other, the various relationships depending on the type of interests and needs.

Trading or buying and selling is a business activity which in practice can be carried out in the market or through internet media. Economic activity always has a relationship with ethics and because of that (business) cannot be separated from the social and cultural communities where ethics is practiced. As with other aspects of human life

that involve ethics, economics and business are always associated with ethics so that what is called ethics in business and ethical business emerges (Muhammad, 2000, p. 49).

Ethics is related to good living habits, good to oneself a person or in a society or a group of people (Muhaimin, 2011, p. 6). In language, the word that represents the term "ethics" in the Koran is called *al-khuluq* comes from the base word *khuluqa-khuluqān* which means character, manners, habits (Muhaimin, 2011, p. 28).

Business ethics according to Islam is aimed at teaching people to cooperate, help each other, and distance themselves from envy and revenge as well as things that are not in accordance with sharia. (Qardhawi, 1997, p. 5) as the word of Allah SWT:

وَتَعَاوَنُوا عَلَى الْبِرِّ وَالتَّقْوَىٰ وَلَا تَعَاوَنُوا عَلَى الْإِثْمِ وَالْغَدْرِ وَآتَقُوا اللَّهَ إِنَّ اللَّهَ شَدِيدُ

الْعِقَابِ

And cooperate in righteousness and piety, but do not cooperate in sin and aggression, and fear God, for God is severe in punishment. Business ethics is an application of our understanding of what is good and true for a variety of institutions, technologies, transactions, activities, and businesses we call a business (Velasquez, 2005, p. 1). As for the forms of business ethics Islam in question is behaving honestly, trustworthy, fair, being friendly, hard working, cooperative, generous, and modest. Islamic business ethics prohibit behavior that takes usury, reduces the scale or measure, *garar* or gambling, fraud, hoarding, and monopoly Honesty for a person is a capital for life, both in trading and related to every aspect of his life, so that honesty is initial foundation in business ethics.

The rise of cases of fraud or reduction scales or the absence of transparent prices cause losses to on the consumer side, several studies by the YLKI (Indonesian Consumers Foundation) stated that, among other things, it is common to find fraudulent traders or deceive consumers, so it is not uncommon for consumers to feel disadvantaged. In South Kalimantan, some people still choose traditional markets as a place to fulfill their daily needs, ranging from daily necessities such as sugar, rice to eggs and also some long-term needs such as clothing, etc. In South Kalimantan there are several traditional markets which still exist and are still operating, including those in Banjar Regency, namely the traditional market called Manarap Kertak Hanyar Market which is on Jalan A. Yani km 8 Manarap Lama, South Kalimantan. Manarap Market Kertak Hanyar, better known as the Manarap market. This market is located near a densely populated settlement because it is the only traditional market in Manarap Village. According to the 2017 statistical data collected and presented by the Banjar Regency BPS, the population of Kertak Hanyar is 44,509, more than the peat area, which is 40,736 ([https://banjarkab.bps.go.id/indicator/12/47/1/total\\_population.html](https://banjarkab.bps.go.id/indicator/12/47/1/total_population.html)). This shows that residents around the Manarap market have quite a large population.

Based on the observations made by the author to find out the initial data research, the authors get several examples of cases related to the behavior of traders related to business

ethics, such as Mrs. Lina, a trader who always tries to be friendly (speaks politely and always smiles) to buyers, whether the buyer is good or bad or unpleasant, there are also traders who explaining in detail, for example, the types of eggs it sells according to the price of each type of egg, so the buyer is free to choose the type of egg he is buying, whether it is duck eggs, or free-range chicken eggs and purebred chicken eggs, as well as the type of rice that already has a type of rice what I chose, only according to the quality chosen, for example the type of Siam Unus rice will be different in price from hamlet coral rice and other types of rice, the same goes for eggs, free-range chicken eggs are different in price from purebred chicken eggs, so the buyer already understands depending on the type of egg selected. Based on the problems above, the researcher wants to conduct research with the title Behavior of Rice and Egg Traders in Manarap Market, Kertak Hanyar District, Banjar Regency (Review of Islamic Business Ethics).

## **METHOD**

This type of research is field research (Field Research), namely research conducted by going directly to the field and seeing where the problems occurred in order to obtain the data needed in research relating to the Behavior of Traders in Rice and Egg Traders in Manarap Market, Kertak Hanyar District, Banjar Regency. By taking the nature of research in the form of qualitative descriptive. The nature of the qualitative descriptive research referred to in this study is research that describes the business ethics of rice and egg traders in the Manarap Kertak Hanyar market. The data presented are then analyzed to get correct and accurate conclusions. The number of traders in Manarap Market is 32 traders with a composition of 6 egg traders, 3 rice traders, 1 rice and egg trader, and the rest are other types of traders.

The technique used by the author in collecting data in this study are:

1. Interview

Interviews are a way to collect data by holding face-to-face meetings between the person in charge of collecting data and the person who is the source of the data. Face-to-face interviews with rice and egg traders at the Manarap Kertak Hanyar market. Direct interviews will yield information regarding the ethics of rice and egg traders at the Manarap Kertak only market

2. Documentation is a data collection technique by means of library research, examining existing documents, records, archives and research reports so that they can display the implementation of research from official sources that can

be accounted for. (Prastowo, 2014, p. 214).

The data processing technique in this study is after the data is collected and then data processing will be carried out in a way Editing and Description

1. Editing, namely writing to examine the answers of informants, observations, documents and other records (Praswoto, 2014)

2. Description, namely presenting data clearly in the form of descriptions in the form of research results

Data analysis is an effort to find and organize systematically to increase understanding of research and present it as findings to others. The aim is to help the reader know what is happening in the environment under observation, what are the views of the participants in the research report. (Emzir, 2011, p. 174). The data analysis carried out in this study was a qualitative descriptive analysis, namely by conducting an in-depth study and study of the results of the research according to the problem.

## **RESULTS AND DISCUSSION**

### **Analysis of the behavior of rice and egg traders at the Manarap Kertak Hanyar Market**

From the results of field research that researchers conducted on the behavior of rice and egg traders in the Manarap Kertak market, only in a review of Islamic business ethics. It can be described as being honest, fair, trustworthy, being fair, working hard, not badmouthing other people.

- a. Behave honestly, from the results of research conducted by researchers that rice and egg traders in the Manarap Kertak Hanyar market were used as informants from 10 traders and all of them acted honestly. From all the responses stated that honesty is very important because it can harm customers if selling is not based on honesty. Being honest in conducting a buying and selling business which means not lying, not cheating, not making up facts, not betraying, and never breaking promises has been explained in the Qur'an, the obligation to behave honestly in business or buying and selling has been explained very clearly. clear and firm, which, among other things, honesty in several verses is connected with scales, as Allah SWT says:

And when you say, be just, even if it be a relative, and fulfill God's covenant.

It means: "*And perfect the measure and the balance with justice. We do not bear the burden of a person except for his ability. And when you say, then you should act justly, even though it is (your) relative, and fulfill God's promise. That is what God commanded you so that you remember.*" (QS Al-An'am: 152)

Rasulullah SAW often reminds business people to behave honestly in conducting business activities, honesty includes explaining the condition of defective or disgraceful goods to be sold to buyers.

- b. Amanah, the results of research conducted by researchers that rice and egg traders in the Manarap Kertak Hanyar market were used as informants from 10 traders and all of them were trustworthy and responsible. Several informants said that it was not uncommon for buyers to complain when there was a problem with the goods they had purchased. And according to the respondents interviewed, their responsibility is to repair or replace the item.

As a business person being responsible for their work is a must have. Which means being able to maintain other people's trust in him.

- c. Sincerity, based on data analysis data obtained from informants showed that there were only 9 out of 10 informants who were sincere (intention) the purpose of trading was to seek the pleasure of Allah SWT and 1 other informant whose main goal in trading was to make a profit . In Islamic business ethics, ikhlas is the heart intention of a Muslim who performs an act expecting nothing but the pleasure of Allah SWT. Sincerity of intentions in doing business, is not shown solely to pursue profits in the world, but rather as a way to seek the pleasure of Allah SWT.
- d. Bebuat Adil, the results of research conducted by researchers that rice and egg traders in the Manarap Kertak Hanyar market were made into 10 traders and all of them were fair. All the informants said that the buyers who came first were served, and there were also 10 informants who prioritized the older or elderly. Fair is giving rights to those who have rights, because everyone as a member of society has the right to feel the benefits and goodness.
- e. Diligently working hard, the results of research conducted by researchers that rice and egg traders in the Manarap Kertak Hanyar market were used as informants

from 10 traders and all of them worked hard but there were 2 who worked harder in trading because the information was in the pal 7 market first if there was any leftover merchandise, apart from the Manarap Market. Trying in the field of business is a business that requires hard work. Successful people or successful nations are people or nations who are willing to work hard, endure suffering, and continue to struggle to improve their destiny (Muhaimin, 2011. p. 56).

In Q.S Ali Imran 159 Allah SWT says:

فَإِذَا عَزَمْتَ فَتَوَكَّلْ عَلَى اللَّهِ ۗ إِنَّ اللَّهَ يُحِبُّ الْمُتَوَكِّلِينَ

So if you are determined, put your trust in God. Indeed, God loves those who trust. It means: "When you have made up your mind, then trust in Him".

- f. Not bad-mouthing, the results of research conducted by researchers that rice and Kertak Hanyar egg traders were used as informants from 10 traders and none of them behaved badly against other merchandise because all traders knew that competing was permissible but traders had their own fortune each so there is no point in badmouthing other traders' merchandise to all traders.

In language, it means saying vile words or imitating other people's voices or actions behind them with the intention of insulting them. Backbiting in terms is talking about the ugliness of other people with the intention of finding fault, whether physical, religious, wealth, morals, or other external forms. The law of backbiting itself is unlawful.

### **Analysis of the Behavior of Rice and Egg Traders in the Manarap Market in a Survey of Islamic Business Ethics**

Business ethics is a way to carry out business activities that cover all aspects related to individuals and society, business ethics can form values. Good morals and behavior. Principles or good behavior is ethical business, namely business with good performance and complying with ethical principles that are in line with applicable laws and regulations.

The principles or behavior of business ethics also play a very important role in the business success of the informants, this is evidenced by the application of business ethics principles or behavior in trading as rice and egg traders which puts forward the principles or behavior of Islamic business ethics, namely intention (sincere). Honesty, trustworthiness, fairness, hard work and not vilifying other trades (ghibah). With the

principles or behavior of Islamic business ethics, it is able to make traders aware that in trading it is not only limited to seeking sustenance but accompanied by hoping for the pleasure of Allah SWT and also receiving good in this world and the hereafter.

It can be concluded that according to Islamic business ethics, the behavior of rice and egg traders in the Manarap ketak barur market has mostly applied the principles of Islamic business ethics, only one person is still not very sincere because it is only for profit, it is understandable that these traders are still young. Described as follows:

No inform	Fair	Honest	Sincere	Be responsible Answer Trust	Work hard
M. Rizki	✓	✓	-	✓	✓
Lina	✓	✓	✓	✓	✓
Inner	✓	✓	✓	✓	✓
Voice	✓	✓	✓	✓	✓
Mama Iwan	✓	✓	✓	✓	✓
Fatima	✓	✓	✓	✓	✓
Azizah	✓	✓	✓	✓	✓
Miah	✓	✓	✓	✓	✓

Yusuf	✓	✓	✓	✓	✓
Aulia	✓	✓	✓	✓	✓

## CONCLUSION

Of the 10 traders consisting of 3 rice traders and 6 egg traders at the Manarap Kertak Hanyar Market, it can be seen from the following attitudes:

The intentions of all interviewed respondents, namely 10 egg and rice traders at the Manarap market, have the intention of blessing from Allah SWT by always prioritizing honesty, trustworthiness, fairness, persistence and hard work, not feeling competitive and cooperating with each other and not badmouthing each other. other traders. All egg and rice traders in the Manarap market just apply this behavior.

In the attitude of working hard there are 2 traders who work harder than the other traders with longer trading hours, because apart from trading at the Manarap market he also trades at the morning market in the pal 7 area Honesty is an attitude that is generally owned by rice and egg traders in the Manarap Kertak Hanyar market. This attitude is rather basic in ethics that must be owned and as a shield to serve buyers or customers in order to obtain a sense of trust (trust) sincerity and confidence from the buyer towards the seller where this can lead to self-confidence (confidence) in making purchases and can also lead to loyal consumers.

Amanah is also an attitude adopted by sellers of rice and eggs at the Manarap Kertak Hanyar market. Only by being trustworthy, the buyer will feel safe and comfortable about the goods he will buy without hesitation and anxiety. Egg and rice traders at the Manarap Kertak Hanyar Market have implemented this behavior in accordance with business ethics in Islam Judging from Islamic Business Ethics, egg and rice traders have implemented Islamic business ethics behavior properly and correctly, because it fulfills the most basic aspects of Islamic law, namely trying to seek blessings and divine values and the pleasure of Allah SWT. not solely for profit, in addition to also trying to obey the commands of Allah SWT.



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