

ABSTRAK

Afthon Ilman Huda. 2023. “ **Analysis Of The Behavior Of Street Vendors On The Application Of Islamic Bussiness Ethich In The Lamongan Baru Market And PPKL (Lamongan City Shopping Center)**”. Thesis. Lamongan Islamic University.

The two issues studied in this study are: (1) how is the behavior of street vendors in the Lamongan Baru market and PPKL, (2) How is the analysis of Islamic business ethics towards the behavior of street vendors in the Lamongan Baru market and PPKL. The purpose of this study was to determine the business ethics of street vendors in the Lamongan Baru market and PPKL and to determine the view of Islamic business ethics on the behavior of street vendors in the Lamongan Baru market and PPKL. The purpose of this research is to provide insight into the business ethics of street vendors so that they can increase awareness for street vendors regarding business ethics in accordance with Islamic teachings. This research is a field research with qualitative methods and is carried out in a descriptive analysis. The research location is in the village of Tumenggungan, Lamongan District, East Java. This research approach uses descriptive analysis with primary data sources, namely directly from the traders and admin of the Baru Lamongan market as well as secondary data sources obtained from market documents, data collection methods through interviews, observation and documentation which are then analyzed using data reduction, data presentation and drawing conclusions. From this research it was found that the street vendors in Pasar Lamongan Baru and PPKL did not know about Islamic business ethics, but the behavior of the street vendors there more or less had implemented Islamic business ethics such as being honest, not cheating and not forgetting the afterlife even though there were some traders who still do not apply business ethics in their trading practices.

Keywords: Analysis, Business ethics, Street vendors.

ABSTRAK

Afthon Ilman Huda. 2023. **“Analisis Perilaku Pedagang Kaki Lima Terhadap Penerapan Etika Bisnis Islam Di Pasar Lamongan Baru Dan PPKL (Pusat Perbelanjaan Kota Lamongan)“**. Skripsi. Universitas Islam Lamongan.

Dua persoalan yang dikaji dalam penelitian ini yaitu: (1) bagaimana perilaku pedagang kaki lima di pasar lamongan baru dan PPKL, (2) Bagaimana analisis etika bisnis Islam terhadap perilaku pedagang kaki lima di pasar lamongan baru dan PPKL. Tujuan penelitian ini untuk mengetahui etika bisnis pedagang kaki lima di pasar lamongan baru dan PPKL dan untuk mengetahui pandangan etika bisnis Islam terhadap perilaku pedagang kaki lima di pasar lamongan baru dan PPKL. Kegunaan penelitian ini untuk memberi wawasan mengenai etika bisnis pedagang kaki lima sehingga dapat meningkatkan kesadaran bagi pedagang kaki lima mengenai etika bisnis yang sesuai dengan ajaran agama islam. penelitian ini adalah penelitian lapangan dengan metode kualitatif dan dilakukan secara deskriptif analisis. Lokasi penelitian yaitu di desa tumenggungan kecamatan lamongan kabupaten lamongan jawa timur. Pendekatan penelitian ini menggunakan deskriptif analisis dengan sumber data primer yaitu langsung dari pedagang dan admin pasar baru lamongan juga sumber data skunder yang diperoleh dari dokumen pasar, metode pengumpulan data melalui wawancara, observasi dan dokumentasi yang selanjutnya dianalisis menggunakan reduksi data, penyajian data dan penarikan kesimpulan. Dari penelitian ini ditemukan bahwa pedagang kaki lima di pasar lamongan baru dan PPKL tidak ada yang mengetahui mengenai etika bisnis Islam, namun perilaku pedagang kaki lima disana sedikit banyak sudah menerapkan etika bisnis Islam seperti jujur, tidak menipu dan tidak melupakan akhirat meskipun ada beberapa pedagang yang masih tidak menerapkan etika bisnis dalam praktek dagangnya.

Kata kunci: Analisis, Etika bisnis, Pedagang kaki lima.