

## ABSTRACT

Nadhifah Quds Diyanta, 2023. “**Traditional Market Management Strategy in Facing Minimarket Competitors in Sendangrejo Village (Review of Islamic Business Ethics)**”. Skripsi. Lamongan Islamic University.

This research is entitled Strategies for Managing Traditional Markets in Facing Minimarket Competitors in Sendangrejo Village (Review of Islamic Business Ethics). This research uses a type of qualitative research and a descriptive approach with data collection techniques using observation, interviews, and documentation. The purpose of this research is to find out how the traditional market management strategy is in dealing with minimarket competitors in Sendangrejo village, to find out how the review of Islamic business ethics is on traditional market management strategies in dealing with minimarket competitors in Sendangrejo village.

The results of this study explain that the strategy for managing traditional markets in Sendangrejo village is to improve market facilities and infrastructure, namely by adjusting market opening hours, having a place that is much more hygienic, clean, safe, orderly, and neatly arranged, arrangement of existing facilities at Sendangrejo traditional markets, including toilets, prayer rooms, and trash cans. The strategy carried out by the Traditional Market manager in dealing with minimarket competitors in Sendangrejo Village has fulfilled several Islamic business ethics criteria, although there are still traders who commit irregularities in transactions, namely the concept of bargaining.

**Keywords: Strategy, Traditional Market Managers, Minimarket, Islamic Business Ethics.**

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Nadhifah Quds Diyanta, 2023. **“Strategi Pengelola Pasar Tradisional Dalam Menghadapi Pesaing Minimarket di Desa Sendangrejo (Tinjauan Etika Bisnis Islam)”**. Skripsi. Universitas Islam Lamongan.

Penelitian ini berjudul Strategi Pengelola Pasar Tradisional Dalam Menghadapi Pesaing Minimarket di Desa Sendangrejo (Tinjauan Etika Bisnis Islam). Penelitian ini menggunakan jenis penelitian kualitatif serta pendekatan deskriptif dengan teknik pengumpulan data menggunakan observasi, wawancara, dan dokumentasi. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana strategi pengelola pasar tradisional dalam menghadapi pesaing minimarket di desa Sendangrejo, untuk mengetahui bagaimana tinjauan etika bisnis Islam pada strategi pengelola pasar tradisional dalam menghadapi pesaing minimarket di desa Sendangrejo.

Hasil penelitian ini, menjelaskan bahwa strategi pengelola pasar tradisional desa Sendangrejo, yaitu memperbaiki sarana dan prasarana pasar, yaitu dengan mengatur jam buka pasar, memiliki tempat yang jauh lebih higienis, bersih, aman, tertib, dan tertata rapi, penataan fasilitas yang ada di pasar tradisional Sendangrejo, meliputi, toilet, musholla, dan tempat sampah. Strategi yang dilakukan pengelola Pasar Tradisional dalam menghadapi pesaing minimarket desa Sendangrejo ini sudah memenuhi beberapa kriteria etika bisnis Islam, walaupun masih terdapat pedagang yang melakukan penyimpangan dalam transaksi yaitu konsep tawar-menawar.

**Kata Kunci : Strategi, Pengelola Pasar Tradisional, Minimarket, Etika Bisnis Islam**