

BEHAVIOR ANALYSIS OF CHILLI TRADERS: A REVIEW OF ISLAMIC ECONOMIC SOCIOLOGY

Abstrak

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Latar belakang. Kegiatan ekonomi tidak berdiri sendiri, tetapi banyak dipengaruhi oleh perilaku sosial yang mengelilingi terjadinya aksi ekonomi. Perhitungan ekonomi tanpa disadari mempengaruhi tindakan sosial. Demikian juga, tindakan ekonomi sering dipengaruhi oleh pengaturan sosial di mana tindakan ekonomi dilakukan. Sosiologi Ekonomi Islam adalah studi yang mempelajari hubungan antara masyarakat di mana interaksi sosial dan ekonomi terjadi.

Tujuan. Penelitian ini bertujuan untuk mengetahui perilaku para pedagang cabai di pasar utama Pare dan perilaku para pedagang cabai di pasar utama Pare dalam hal sosiologi ekonomi Islam.

Metode. Jenis penelitian ini adalah deskriptif kualitatif. Sumber data yang digunakan adalah data primer dan data sekunder. Data dikumpulkan dengan cara observasi, wawancara dan dokumentasi.

Hasil. Perilaku pedagang tidak terpisahkan dari faktor untuk memenuhi kebutuhan hidup, mulai dari cara mendapatkan barang dagangan kemudian menjualnya. Cabai dijual dengan mencampur cabai yang baik dengan yang busuk, sehingga berat timbangan meningkat, perawatan harga untuk konsumen juga rata-rata tidak sama tergantung pada siapa pembelinya, jika pembeli terlihat dari luar kota, harga dinaikkan. Kebersihan pasar yang tidak dijaga menyebabkan bau menyengat, cabai dikemas dalam kantong plastik, sehingga konsumen tidak diberi memiliki kesempatan untuk melihat dengan bebas. Dipandang dari sosiologi ekonomi Islam, perilaku pedagang cabai di pasar utama Pare menunjukkan interaksi dengan beberapa pihak, termasuk: hubungan dengan petani, pembeli, pemerintah, dengan sesama pedagang cabai, dan hubungan dengan masyarakat sekitar.

Kata-kata kunci: ekonomi, Islam, perilaku, pedagang, sosiologi

INTRODUCTION

Rapid development brings many changes in people's lives. This change has an impact on social and cultural changes that take place in society. The market is not only to meet the needs of buying and selling but can also be used as a means to exchange information between sellers and buyers. The market also offers other forms of culture from the culture of the people around the market. Culture itself is a complex that includes knowledge, belief, art, morals, law, customs, and abilities and habits acquired by humans as members of society.

Economic activity does not stand alone, but is much influenced by social behavior that surrounds the occurrence of economic action. Exchanges as simple as any form are carried out on the basis of rational considerations. Each party will benefit from the exchange made. Economic calculations unwittingly influence social action. Likewise, economic actions are often influenced by the social setting in which economic actions are carried out. We know how fellow ethnic traders dominate a commodity or production is influenced by community tendencies.

Economic sociology is also defined as a sociological approach applied to economic phenomena. From this definition, there are two things that need to be explained, namely the sociological approach and economic phenomena. As for the sociological approach is the concepts,

variables, theories and methods used in sociology to understand social reality including the complexity of activities related to the economy such as production, consumption, and distribution. Furthermore, what is meant by economic phenomena is a symptom of the way in which people or society meet the needs of goods and services.¹

According to Islamic economics, honesty is the initial guideline that a person must have in the world of commerce. Honesty and the habit of telling the truth are qualities that must be developed and practiced in the world of commerce. By applying honesty in trading activities, it will create trust and satisfaction between sellers and buyers. The market is a meeting place for groups of sellers and buyers who exchange goods that can be substituted. The meeting between the seller and the buyer allows for social interaction².

In buying and selling transaction activities, the seller and buyer will carry out social relations that are influenced by the social and cultural context that develops in people's lives. The interaction process that occurs in the form of buying and selling activities or other activities will bring up other forms of interaction. This form of interaction can be in the form of an associative interaction process that can lead to social relations between them so as to strengthen the network between them which can indirectly increase economic activity. While the dissociative process is a form of interaction that can cause divisions among market participants which can break the close relationships that have been established both in buying and selling transactions and other market activities.

The main market for vegetables, fruit and food commodities is located on Jalan Hos Cokroaminoto, Tulungrejo Village, Pare District, Kediri Regency. This market is a meeting center between traders and buyers from the Pare, Blitar, Puncu, Kandangan, Jombang, Surabaya, areas around Pare and other cities. This market is inhabited by 238 traders, the majority of whom are Muslim with a land area of 5 hectares, a system of stalls (not kiosks) and daily retribution. This market sells a variety of goods, including vegetables, fruits and foodstuffs such as rice, sugar, coffee, salted fish and others. In this market there are chili vegetables that sell various types of chili such as cayenne pepper, curly chili and large chili. These chili traders are spread out in booths B and C³.

This research is important for researchers to do on the grounds that there are various behavioral activities of chili traders that are carried out continuously and have become a habit in trading practices at the Main Market. Vegetable, fruit and food commodities in Tulungrejo Village, Pare District, Kediri Regency include: chili offered by the chili trader not in accordance with the example, the chili is packaged in a large red crackle nicely and it turns out that inside there is a rotten chili, the level of cleanliness of the fruit is not paid attention to, namely there are chili leaves which are also included in a large red crackle to manipulate the weight clean, so the weight is not appropriate and there is a difference in weight, when there are producers/farmers who have just entered the Induk Pare market selling chili, chili traders immediately flock to bid, but there are also those who directly take the chili without a price agreement, the traders set the price to buyers with are different. This study has a purpose: to determine the behavior of chili traders in the Pare Main Market and to determine the behavior of chili traders in the Pare Main Market in conducting trading activities in terms of Islamic Economic Sociology.

LITERATURE REVIEW

Merchant behavior

Humans are creatures who are so bound to the morals that apply in society, including economic morals. All individual behavior, including economic behavior, must refer to the moral norms found in society⁴. Behavior is influenced by attitude. Attitudes are formed by the value system and knowledge possessed by humans. So any activity that humans do is almost always motivated by

¹Damsar dan Indrayani. *Pengantar Sosiologi Ekonomi*, Jakarta. Kencana. 2009. 14-17

²Rafik Isa Beekun. *Etika Bisnis Islam*, Yogyakarta.Pustaka Pelajar. 2004. 105.

³Laila Azka. Analisis Sosiologi Ekonomi Pada Tambang Rakyat, *Jurnal Realita dan Pemikiran Sosiologi*. 2018. Vol 3. No. 1

⁴Damsar. *Sosiologi Ekonomi Islam*,2009. hal 47

the knowledge of their thoughts and beliefs. Economic behavior that is subjective can not only be seen in consumer behavior, but also the behavior of traders. Similar to consumer behavior, the behavior of traders is not solely influenced by their rational knowledge but also by the value system they believe in. Entrepreneurs also base their economic behavior with a set of believed ethics. Therefore, entrepreneurial economic behavior does not merely consider right and wrong factors according to economics and law or based on experience, but also considers good and bad factors according to ethics⁵. Factors that can influence the behavior of traders include the following:⁶ scales, quality of goods/products, friendliness, keeping promises, service, empathy for customers, competition among traders and bookkeeping transactions.

Sociology of Islamic economics

Economic sociology is defined as a study that studies the relationship between society in which social and economic interactions occur. In this relationship, it can be seen how society affects the economy. And vice versa, how the economy affects society. With such an understanding of the concept of society, economic sociology examines society in which there is social interaction, in relation to the economy. Society as external-objective will guide individuals in carrying out economic activities such as what can be produced, how to produce it, and where to produce it. These demands usually come from culture, including law and religion. In Islam, for example, people may raise goats because goats are categorized as halal food. However, if a Muslim raises pigs then the activity is seen as an unlawful act.

Social science, which includes sociology, is called by Kuntowijoyo as prophetic science, namely science that contains Islamic values and has partiality. Kuntowijoyo considered that such a thing was legitimately called science. The prophetic social science of ideas raised by Kuntowijoyo from the analysis (interpretation) of QS Ali Imron verse 110 means: "You are the best people who were born for humans, enjoining the good, and forbidding the evil, and believing in Allah. If the People of the Book had believed, it would have been better for them, among those who believed, and most of them were the wicked. In the verse there are important concepts, namely the concept of the best people, historical activism, the importance of history and prophetic ethics. Therefore, prophetic social science is built on pillars. First, amar ma'ruf (emancipation), second, nahi munkar (liberation) and third, tu'manina billah as a unit⁷.

Library review

This research is different from research from Dina Azkia (2018), A.Koni, Albayan, A. Hatta & Kurniawan (2020) and Nur Halimah, Irham Zaki (2020). The difference is in the object of the research, which in this study is the object of the Wholesale Market in Pare Regency. The similarity is that this research and the research above both review from the perspective of Islamic economic sociology.

RESEARCH METHODS

This type of research is descriptive qualitative. The data sources used are primary data and secondary data. Primary data sources are in the form of interviews and also observations of researchers on Chili Traders at the Main Market for Vegetable, Fruit and Food Commodities in Tulungrejo Village, Pare District, Kediri Regency. The source of this data is obtained from the literature related to the research discussion material and can also be obtained from the internet and other data sources. This data source is a complement to the primary data source. Data were collected by means of observation, interviews and documentation.

⁵Wazin. Relevansi Antara Etika Bisnis Islam Dengan Perilaku Wirausaha Muslim, 2014. *Jurnal Penelitian Sosial Keagamaan*. Vol 1. No 1.

⁶A.Koni, Albayan, A. Hatta I Kurniawan W. Perilaku Pedagang Padi Ditinjau Dari Sosiologi Ekonomi Islam Dan Etika Bisnis Islam. *Jurnal Manajemen Dan Akuntansi*, 2020. 15 (2), 215-223

⁷Muhammad Fachrur Rozi. Sosiologi Ekonomi Islam, Purworejo: StIEF-IPMAFA.2016.17

RESEARCH RESULTS AND DISCUSSION

The behavior of chili traders in the vegetable, fruit and food market in Pare

Trader's behavior is carried out because there are factors to fulfill the necessities of life, in this case trading. The behavior of chili traders occurs during the buying and selling process. Starting from how to get merchandise to how to sell it. Chili is sold by mixing good chilies with rotten ones, so that the weight of the scales increases, the price treatment to consumers is also not the same on average depending on who the buyer is, if the buyer is seen from outside the city, the price is high. The cleanliness of the market is not maintained so that it causes a strong odor, the chili packaging is placed in a plastic bag, so that consumers are not given the opportunity to see freely.

The behavior of chili traders in the main market of vegetables, fruits and pare food in review from Islamic economic sociology

The behavior of chili traders in the Central Market when viewed from the sociology of Islamic economics shows the interaction relationship with several parties, including: first, the relationship between chili traders and traders or farmers where the chili kulak is. Chili traders make payments with an advance payment system. This is done because indeed the relationship between traders and farmers is well established and this method is agreed upon because it is mutually beneficial, this relationship is in accordance with the law of muamalah, namely that cooperation is carried out with sincerity and does not take advantage of opportunities in narrowness; second, the relationship between chili traders and buyers. This relationship is in relation to both as a seller and a buyer. Should be because both need each other, it must be maintained so that the interests of both are balanced, not more profitable for the merchants by applying *tadlis*, namely making the quality and quantity of chilies not as promised to the buyer. Because *tadlis* is one way that is forbidden by the Qur'an and Hadith; third, the relationship between traders and the government/market managers. Market managers as government representatives are tasked with providing facilities and infrastructure for the smooth running of the regional economy by providing markets. Traders should be grateful for having a representative place to transact. But in fact, traders never maintain cleanliness. This of course can affect the health of market visitors. The relationship should contain benefits and avoid harm; Fourth, the relationship between fellow chili traders. Fellow chili traders should support each other and work together to serve consumers well. This has been done by many chili traders in the wholesale market in Pare. This is of course in accordance with muamalah fiqh, that the relationship is carried out by paying attention to the element of justice and eliminating the element of taking opportunity in adversity; Fifth, the relationship between traders and the surrounding community. With the behavior of chili traders who pay attention to aspects of muamalah fiqh, of course, it will provide the convenience of the wider community who will later transact with these traders.

CONCLUSION

Chili Trader Behavior at Pare Vegetable, Fruit and Food Main Market that Trader's behavior is carried out because there are factors to fulfill the necessities of life, in this case trading. The behavior of chili traders occurs during the buying and selling process. Starting from how to get merchandise to how to price treatment to consumers is also on average not the same depending on who the buyer is, if the buyer is seen from outside the city, the price is high. The cleanliness of the market is not maintained so that it causes a strong odor, the chili packaging is placed in a plastic bag, so that consumers are not given the opportunity to see freely.

The Behavior of Chili Traders in the Main Market of Vegetables, Fruits and Pare Food in terms of Islamic Economic Sociology that The behavior of chili traders in the Central Market when viewed from the sociology of Islamic economics shows the interaction relationship with several parties, including: the relationship between chili traders and farmers, the relationship between chili traders and buyers, the relationship between chili traders and the government, the relationship between chili traders and fellow chili traders and the relationship between traders. chili with the surrounding community.

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