

---

## Islamic Marketing Ethics at Gelugur Market Rantauprapat

Rizki Syahputra

Lecturer in Faculty of economic and Business at Labuhanbatu University

\*Corresponding Author

Email : [rizki.pecintarasulullah@gmail.com](mailto:rizki.pecintarasulullah@gmail.com)

---

### **Abstract**

*Muslim business efforts will progress and develop rapidly because they always get the blessing of Allah SWT in the world and in the hereafter. Islamic trade ethics guarantees that both traders and buyers will benefit from each other. This study uses a type of field research, in which the data sources used are primary and secondary data, sources of data relating to research directly which include documents and interviews directly to traders in the Gelugur Rantauprapat Market. Data collection methods used were interviews, documentation and observation. While the analysis used by using qualitative analysis and descriptive analysis. Based on interviews with several consumers and traders of Gelugur Rantauprapat Market, marketing ethics applied by every trader, especially traders in Gelugur RantauprapatMarket, is not just marketing merchandise but applies the principles of ethicsmarketing, including 1). Spiritual Personality. 2).Justice in Business, 3). Services, 4). The accuracy of the promise ., 5). Honesty.*

**Keywords:** *Marketing,Ethics, Gelugur Market ,Rantauprapat*

---

## INTRODUCTION

Islam is the majority religion adopted by the world's population and which in its teachings strongly encourages technological progress, including various innovations in the trading system. However, the various types of trading methods must be understood correctly and assessed for compatibility with Islamic principles in muamalah (Jusmaliani, 2008: 182). Economic competition is increasingly becoming a challenge for businesses in developing their businesses. Along with the rapid development of technology, we have entered the era of globalization, all of which use sophisticated technology and facilities. Now we live in an age of globalization, where all information, communication and technology have developed so rapidly.

Every Muslim can make a living by buying and selling, but that method must be carried out according to Islamic law, which must be mutually willing give up, can't cheat, can't lie, can't hurt public interest, free to choose and real. Islamic trade ethics guarantees, both traders as well as buyers, each will benefit from each other. On Basically, Islam adheres to the principle of freedom attached, namely that freedom based on justice, the laws of religion and ethics. In the rules Islamic circulation or trade has norms, religious ethics, and humanity which is the basic foundation for a clean Islamic market. Islamic marketing is a strategic business that directsthe process, creation, supply and change of values which in the whole process are in accordance with the principles in Islam.

Gelugur Market Rantauprapat is a traditional market located in the District Rantau Utara which operates from 08:00 to 17:00, various traders who conduct buying and selling transactions including clothing traders, fruit traders, VCD traders, book traders, food vendors and others. Rantauprapat, known as the city of Petrodollar with the majority the people are Muslim, so they know an action good deeds and bad when trading. The aspect of action it can be seen when someone earns a living by trading and selling according to the guidance of the Islamic religion, the secret of success in trading is an honest and fair attitude in conducting

trade relations with parties customer. By sticking to the principles of marketing according to religion Islam. so the authors are interested in examining how the existence of Islamic marketing ethics Market Traders Gelugur Rantauprapat

## RESEARCH METHODS

This study uses a type of field research, in which the data sources used are primary and secondary data, sources of data relating to research directly which include documents and interviews directly to traders in the Gelugur Rantauprapat Market. Data collection methods used were interviews, documentation and observation.

## RESULTS AND DISCUSSION

Ethics comes from English containing a lot of understanding. In terms of etymology, the term ethics comes from Latin *ethius* (in Greek is *ethicos*) which means habit, this understanding gradually turns into a science that talks about a matter of human behavior or behavior, which one can be judged well and which are not (Endar Sugiarto, 1999: 28-29). Whereas in terms of terminology, ethics is conventional rules regarding the behavior of individuals within civilized society, formal ordinances or manners born to regulate interpersonal relationships, according to each social status. Ethics according to Malayu Sp Hasibuan is a moral system of behavior based on social, cultural and religious rules and norms prevailing in society. (2006: 153)

Etymologically Is a process, way, deedmarket a merchandise. Meanwhile according to the terminology marketing is the needs, desires and demands (*need, wants and demands*), products, values, satisfaction and quality (*product, value, satisfaction and quality*), exchange, transactions and relationships (*exchange, transaction and relationship*) and the market (*market*). Sampurno, 2011: 6) According to Alexander Hiam and Charles, marketing is the result of all activities that keep the company always paying attention its customers and with good management, ensuring that the product or services offered by the company are valued by its customers (Usi Usmara 2008: 7)

Hermawan Kartajaya and Muhammad Syakir Sula Marketing Sharia is a strategic business discipline that directs the process creation, bidding and changing the value of an initiator to its stakeholders, which in the whole process is in accordance with the contract and the principles of muamalah (business) in Islam. This means that in sharia marketing, the whole process both the process of creation, offer, or change in value (value), there should not be things contrary to the contract and the principles of muamalah. Islamic Along this can be guaranteed, and the deviation of the principles of muamalah Islam does not occur in a transaction or in a business process, so any form of transaction in marketing can be allowed (2006: 26).

There are several marketing principles Islamic that must be carried out by traders, namely: piety, fair, serving well, not cheating, keeping promises, and trustworthy. So that from that principle realized good marketing characters such as the nature of *rabbaniyah, akhlaqiyah* (ethical), realistic and humanist. Traders are those who carry out commercial acts as his work daily. Or in other words, trade is granting intermediaries to producers and consumers to buy and sell items that facilitate and advance purchases and the sale (CST Kansil and Christine ST Kansil, 2008: 15). There are three pillars of sale and purchase, namely: transaction actors, transaction objects and transaction agreements (consent and kabul) (Mardani, 2015: 102).

Traders who sell in the Gelugur Rantauprapat Market, have a good entrepreneurial spirit, a merchant's soul arises because of seeing a good opportunity to sell. With a strong desire owned by traders and based on a strong religion to sustain the family economy, the traders do not feel tired in selling merchandise to its buyers. However, they are still uphold an ethics in his efforts, in order to obtain pleasure from Allah and benefit in the world and profit in the hereafter.

From the results of interviews conducted by researchers with traders at the Glugur Market in Rantauprapat, about marketing ethics conducted by parathe trader. Respondents obtained answers about marketing ethics taken by 40 respondents (Muslim traders) that, they are in running buying and selling by marketing his merchandise always put forward piety, be fair, serve, keep promises and be honest.

## CONCLUSION

Based on the results of research that the authors do, can be drawn common thread or conclusions from merchant marketing ethics research Market Gelugur Rantauprapat in the Perspective of Islamic Economics. Ethics marketing is done by the traders in the market gelugur Rantauprapat already Islamic Sharia because they still uphold the value-the value of ethics in marketing their wares. especially in practice understanding of marketing ethics with merchant behavior. In Among the ethics carried out are 1). Spiritual Personality with realizing piety to Allah SWT, many traders are perform piety and very few traders abandon the attitude of piety. 2). Justice in Business, a lot traders act fairness between justice and provide cheap prices when the quality is low 3). Service, a lot traders do the service concept by providing services that is good and applies a smile, greetings, greetings, polite, and polite. 4). Accuracy of promises, only a few acted on the agreement because traders are worried they cannot keep their promises. 5). Honesty, many traders do honesty by explaining well the poor goods sold.

The suggestions that can be conveyed by the writer are:

1. For traders Gelugur Rantauprapat Market is expected to further enhance spiritual values in trading according to Shariah guidance.
2. For academics, it is hoped that this research can be continued by researchers others with different objects and points of view so that it can enriching insights in the study of Islamic economics.

## REFERENCES

- Departemen Pendidikan Nasional,(2008),*Kamus Besar Bahasa Indonesia Pusat Bahasa Edisi3*, Jakarta: PT. Gramedia Pustaka Umum
- Hasibuan, S.P Malayu,( 2006), *Dasar-dasar Perbankan*, Jakarta: PT. Bumi Aksara
- Jusmaliani, (2008), *Bisnis Berbasis Syariah*, Jakarta: Bumi Aksara
- Kansil, C.S.T. dan Christine S.T. Kansil,(2008), *Pokok-pokok Pengetahuan Hukum Dagang Indonesia*, Jakarta: Sinar Grafika mardani,(2015), *Fiqih Ekonomi Syariah*, kencana, jakarta
- Sampurno,(2011) *Manajemen Pemasaran Farmasi*, Yogyakarta: Gadjah Mada University Press

Sugiarto, Endar, (1999) *Psikologi Pelayanan dalam Industri Jasa*, Jakarta: Gramedia Pustaka Utama

Sula, Kartajaya, Hermawan dan Muhammad Syakir,(2006), *Syariah Marketing*, Bandung: PT Mizan Pustaka

Usmara, Usi,( 2008), *Pemikiran Kreatif Pemasaran*, Yogyakarta: Amara Books