

Jeans industry competition in Podo Village Kedungwuni District Pekalongan Regency Islamic Business Ethics Perspective

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ABSTRACT: *This research aims to find out how business competition forms and how Islamic business ethics reviews the business competition practices of the jeans industry in Podo Village, Kedungwuni District, Pekalongan Regency. The research method used is field research, and the nature of the research is qualitative research. The data sources used are primary data sources and secondary data sources. Data collection techniques use interview methods and documentation methods. The author's data analysis technique uses inductive analysis. The results of this research show that business competition in the jeans industry in Podo Village, Kedungwuni District, Pekalongan Regency includes four aspects, namely product competition, price competition, place competition, and service competition. Then, a review of Islamic business ethics regarding business competition in the jeans industry in Podo Village, Kedungwuni District, Pekalongan Regency includes five principles, namely monotheism, balance, free will, responsibility and truth. It is hoped that the results of this research can be used as input for traders to apply Islamic business ethics in their trading processes.*

Keywords: *Business Competition, Islamic Business Ethics*

1. INTRODUCTION

In this era of globalization, the development of the world economy is so rapid, along with the growing and increasing human needs for clothing, board, and technology. Humans are competing to meet their needs which sometimes they do not consider the interests of others and make humans who are matrelialistic and abandon human norms and values . Business has always played an important role in economic and social life for all people throughout the centuries and all walks of life (Marista, 2018). Islam since its birth allows the existence of business (trade), because the Prophet himself at first was also doing business in a long period of time. However, the Prophet did not simply leave without rules, rules, or restrictions that must be considered in carrying out trade or business. Among the important values in trade or business is the nature of affection that Allah SWT has made as a trade mark (Indrajaya, 2019).

In today's complex economy, entrepreneurs must face the challenges and risks of combining labor, materials, and management well before marketing a product. In business, the entrepreneur must be able to serve customers in a profitable way for the long-term survival of the company in addition to always being aware of new opportunities to satisfy the wishes of buyers. Along with the rapid economic development led to higher business competition. Competition among entrepreneurs seems to be a common thing and is one of the variables that must occur. Competition in business activities in line with the business practice itself. Basically everyone is free to sell and buy products both goods and services, on whom, in what quantity, and how the model produces them. Behavior and market conditions can sometimes always be predicted, so it is not uncommon for entrepreneurs to commit fraud and ethical violations that cause other entrepreneurs to experience losses (Saturi, 2021). The existence of competition is so high that business people use all means to benefit

even business people often ignore Islamic Business Ethics in running their business (Kholis, 2007).

Islamic business ethics are ethical norms based on Al- Qur'an and Hadith that should be used as a reference by anyone in business activities. General principles in business ethics is the character of the business that determines the success or failure of a business, and this character must be owned by business people. Therefore, not all trading businesses are allowed, either from the way they are carried out or the types of goods traded. Islamic teachings prohibit people from eating property that is obtained incorrectly, or not halal (Marista, 2018). The implementation of Islamic Business Ethics in society is highly coveted by everyone. However, many people do not want to implement this ethics purely. A reality we face in society behavior that deviates from the teachings of Islam such as, the decline of ethics in business, growing symptoms of a lack of sense of solidarity, social responsibility and the level of honesty (Badroen, 2006). Competition in the business world itself indicates an effort to gain an advantage in a market mechanism. A situation within a market in which a company or seller independently struggles to protect a buyer in order to achieve a specific business goal. Furthermore, the end result will be enjoyed by consumers, for example in the form of low prices, product variations, services, availability, choices and others (Julyani, 2017).

Pekalongan Regency has a diverse industry, both large and small. The majority of the various industries seen are those that produce jeans and batik fabrics. Although the community is well aware of the batik sector, there are also many small companies in Pekalongan district that are grappling in other sectors. One sector that is quite large in Pekalongan is the jeans sector. This happened in Podo Village, Kedungwuni District, one of the jeans centers in Pekalongan..

Like most other entrepreneurs, they have a strategy in competing to do Product Marketing and it can be said that there is quite fierce business competition, such as competition in terms of price, product quality, and service. This is important, because the number of entrepreneurs in the jeans industry is increasing and competition in finding customers, so that the results will be obtained by traders can be maximized. Various kinds of competitive strategies, strategies that can be applied by traders both competitive strategies that are not in accordance with Islamic Business Ethics and competitive strategies that are in accordance with Islamic Business Ethics. Good business competition is competition that can be friendly to producers and consumers, meaning that both parties must be benefited this is the core of Islamic teachings which obliges to harmonize relationships with Allah and with fellow humans (Stefhani, 2019).

The less ethical thing is often done in the form of cutting off rival relationships. If a person has a loyal subscription, then by his opponent is rivaled by offering goods at a cheaper price, it is sometimes at a loss. This would result in shutting down rivals and harming oneself and is totally unethical. Other than that is competition. perfect competition, is in accordance with the market agreement that all of it is also set in Islam, that does not harm either party. An example is price competition. Market price competition must be determined by mutual agreement of course, it does not harm other traders, buyers or other components (Rumpun & Syariah, 2020).

Islam wants trade to take place freely and free from market distortions. It aims to maintain the element of justice for all parties and Islam regulates that competition in the market is carried out fairly. Competition and globalization is something that must be faced. To deal with it required strengths or competitiveness (especially in the field of production including business), among others a.) Quality competitiveness, the products to be marketed of course the quality must be able to compete well. b.) Price competitiveness, it is impossible to win the competition if the products owned are very expensive. It is impossible to market a product if the price is high even with good

quality. c. A) marketing competitiveness, marketing world speaking of market problems, then the most important thing is how to attract consumers to buy goods that have been produced. In this case the ability to pack the product is needed. d.) Network competitiveness (networking), a business will not have competitiveness and will lose if “playing alone” in this case means not cooperating, coordinating and synergizing with other business institutions in various fields (Widiasari & Zulfa, 2020). The main motivation of business activity is profit which is defined as the difference between income and expenses incurred. In business, entrepreneurs must be able to serve customers in a profitable way for the survival of the company in the long term, in addition to always knowing new opportunities to satisfy the desires of buyers (Lesmana, 2010).

In every business activity there is certainly competition between business actors. The benefits of competition in the business world is to achieve optimal utilization of resources. In the midst of competition between companies in running a business, each doing everything possible to maintain its business in the community by attracting their attention with services provided to consumers (Sentyaningrum et al., 2021). Business competition highly appreciates the efficiency and effectiveness of business actors, because business actors who can do this can be said to be the winner in the competition. Competition rewards new product discoveries and breakthroughs related to cost reduction, utilization of new production material combinations, creation of better distribution channels, and opening of new markets, where the resulting profit seen from the point of view of the national economy has a certain signal function (Majid, 2021).

Researchers conducted a study in the village of Podo Kedungwuni subdistrict of Pekalongan Regency because most of the convection industry entrepreneurs in the village is an industry in the field of jeans which it will indirectly create a business competition that occurs between fellow entrepreneurs jeans industry. Based on the background of the problem, researchers are interested in conducting research jeans industry competition in Podo Village Kedungwuni District Pekalongan Regency.

2. RESEARCH METHODS

The research method used is Field Research, and the nature of the research is qualitative research. The data sources used are primary data sources and secondary data sources, in the primary data sources data obtained directly from respondents through interviews, namely other jeans industry entrepreneurs in Podo Village, Kedungwuni District, Pekalongan Regency. Interviews used in this study are interviews in-depth interview because the process of obtaining information by question and answer while face to face between the interviewer and the informant (*in-depth interview*) with or without using interview guidelines where the interviewer and informant are involved in social life for a relatively long time. While in the secondary data sources supporting data is data obtained from books, journals, and other libraries. Data collection techniques using interviews, observation and documentation methods. The subjects in this study are the entrepreneurs of jeans industry in Podo Village, Kedungwuni District, Pekalongan Regency. While the object of research is how the jeans industry business competition in the village of Podo Kedungwuni Pekalongan District in the perspective of Islamic Business Ethics. Data analysis techniques the author uses inductive analysis because the data are studied through a process that takes place facts and observations. Reasoning that starts from certain facts to general conclusions by making specific observations (Rafidah, 2020).

3. RESULT AND DISCUSSION

3.1 Overview Of Parallel Villages Kedungwuni District Pekalongan

Podo is a village in Kedungwuni subdistrict, Pekalongan, Central Java, Indonesia.

Country	Indonesia
Province	Jawa Tengah
Regency	Pekalongan
District	Kedungwuni
Postal Code	51173
Ministry Of Home Affairs Code	33.26.13.2010
Extent	... km ²
Total population	4181 jiwa
Density	... Jiwa/km ²

Podo village has an area of 69,661 ha. The village is bordered by Ambokembang village to the North, East Kedungwuni village to the South, Kebonsari village to the East, and West Kedungwuni village to the West. Climate in Desa Podo average 28-32 with a height of ± 11 m above sea level.

Podo village has a population of 2,073 men and 2,108 women. The number of residents based on livelihood groups, namely home industry craftsmen, is 485 people, small and medium entrepreneurs, 687 people, civil servants, 54 people, agricultural workers, 25 people, and others, 1370 people.

3.2 Research Informant Data

In this study aims to determine an overview of how the jeans industry business competition in the village of Podo Kedungwuni Pekalongan District perspective of Islamic Business Ethics. Researchers used interview techniques in collecting data. The search for information data is done by going directly to the industrialist to find out the contested object.

The interviews were conducted between 09.00 WIB and 12.00 WIB in the hope of obtaining detailed information from them when selling activities took place which then the results of the interview can provide useful information data for researchers about the object jeans industrialist business competition in Podo Village, Kedungwuni District, Pekalongan Regency. In this study, researchers took 6 informants, namely jeans industrialists in Podo Village, Kedungwuni District, Pekalongan Regency. The reason researchers to examine the business competition of jeans industrialists because most of the industrialists in the village of Podo Kedungwuni District of Pekalongan Regency are jeans industrialists where it will indirectly create a business competition between each other. The characteristics of jeans industrialist informants who will be the source of data from this study are as follows:

No	Name	Age	Gender	Long Selling (Year)
1	Mr. Hamzah	46	Man	4
2	Mr. Anto	35	Man	10
3	Mr. Luthfi	31	Man	

				6
4	Mr. Mukromin	50	Man	5
5	Mr. Erva	41	Man	7
6	Mrs. Naila	33	Woman	3

Table 1.1 Research Informants

3.3 Competition For Jeans Industry In Podo Village, Kedungwuni Sub-district Pekalongan Regency

Podo village communities are the majority whose main work depends on agriculture and Fisheries. However, the results obtained from these agricultural products cannot cover the needs of the community and therefore the community takes other alternatives as a household industry to meet the daily needs of families. Thus it will indirectly lead to business competition, especially the jeans industrialists, considering the number of them in the village of Podo Kedungwuni District of Pekalongan Regency is arguably not small. In general, a good market is a market that has healthy business competition without knocking out other traders.

In this case, the researchers managed to collect data on the picture of business competition between jeans industrialists that occurred in the village of Podo Kedungwuni District of Pekalongan Regency through interviews conducted to 6 informants industrialists based on four indicators that are contested as follows:

1. Competition of Products

Business competition conducted between jeans industrialists in Podo Village, Kedungwuni District, Pekalongan Regency in terms of products, namely competing to win the hearts of consumers by providing a complete variety of pants and the best quality. In this case, the need for honesty every trader in providing information as clearly as possible about the quality of his merchandise without having to hide the defects of the goods. All this is done in the hope that buyers will always buy back to where they sold.

Merchants who have complete and guaranteed quality goods are usually more in demand or more invaded by buyers, and vice versa. Because basically, the average buyer prefers good quality goods even though there is less price difference. But it is possible to find buyers who are more concerned with affordable prices than quality.

Based on the results of interviews conducted with a number of jeans industrialists in Podo Village, Kedungwuni District, Pekalongan Regency, it was found that there was business competition in terms of products, namely providing the best quality and competing in terms of completeness of goods by following what the buyer needs today.

2. Price Competition

Competition in terms of price that occurs between jeans industrialists in the village of Podo Kedungwuni District of Pekalongan is a natural thing to happen, they are competing to provide the best price to attract customers. This will certainly lead to competition. When they try to set a cheaper price, there will be

many buyers who stop by to buy and vice versa, traders who sell their merchandise above the price of other traders, there will be no buyers.

Based on the data obtained from interviews, jeans industrialists in Podo Village, Kedungwuni District, Pekalongan Regency, on average, set relatively similar prices. This is to avoid price competition between them. As in general, in determining the price of merchandise is adjusted to demand and supply. But it is not uncommon to find jeans industrialists who deliberately lower prices to get buyers. In this case it is allowed if in lowering the market price is still balanced or there is not too much price difference from other traders.

In determining the price, jeans industrialists in Podo Village, Kedungwuni District, Pekalongan Regency also adjust the price of the supplier, in the sense that they take and assess their own profits from the goods. In the formation of prices like this does not deviate from Islamic business ethics, because the price applied is still the same as other industrialists. And it is said *meyimpang* if there are those who sell well below market prices to get customers and bring down other industrialists. In addition, the bargaining power between sellers and buyers also includes being able to form prices in this village, because when there are buyers who bid prices from traders then an agreement is made, the price will be formed.

In the transaction, the jeans industrialists in the village of Podo Kecamatan Kedungwuni Regency Pekalongan do not so the issue price, because although there are traders who slam prices or setting prices above other industrialists, as long as the buyer can accept the transaction will remain legitimate and does not cause competition among other vegetable traders, although it is not uncommon for traders to feel social jealousy over it.

The prevailing price in the market should be allowed to run in accordance with the dynamics of the market, which is directly proportional to the law of supply and demand. Thus, it is not appropriate for anyone to engineer a price that has been agreed upon together. When there is little demand, the price will go down and vice versa. With the formation of fair and balanced prices will encourage market participants to compete perfectly and no other traders who feel disadvantaged.

3. Competition Places

Based on the results of research conducted, the state of business competition jeans industrialists Podo Village Kedungwuni Pekalongan District in getting a place to sell is not so competitive and still within reasonable limits or fine. Because all the places occupied by traders are building their own houses. With this can make it easier for buyers to find a place to shop that has become a subscription because in everyday traders occupy the same place to sell or settle.

For a muslim, whether or not the strategic location of the place to sell, they prefer to believe that the sustenance of each person is different and has been determined by Allah SWT and is unlikely to be exchanged. So, as a trader there is no need to impose the will of the individual and accept any conditions of the place to be used to sell.

4. Apart from all that, what needs to be done by each of them is awareness in running a business as well as winning the competition without dropping other businesses. The role of jeans industrialists in Podo Village, Kedungwuni District, Pekalongan Regency in winning the competition is one of them in terms of arrangement of goods. In addition to the cleanliness of the place, the neatness of the arrangement of merchandise can be an added value in attracting customers and maintaining good relations between merchants and customers.

The neater and cleaner the place to sell, the more happy customers come to buy and vice versa. So the jeans industrialist competition that occurs in Podo Village, Kedungwuni District, Pekalongan Regency related to the place is to include the location of the House easily accessible to buyers or not, strategic or not. On the other hand, basic food traders need to prioritize the cleanliness of the place and the neatness of the arrangement of goods for the convenience of customers and become an added value to be able to win the competition among themselves without the need to drop other businesses and of course to maintain good relations between traders and buyers.

5. Service Competition

Based on the interview results found that, business competition between jeans industrialists in Podo Village, Kedungwuni District, Pekalongan Regency in terms of Service is not too tight. The way to compete between jeans industrialists in terms of Service is almost the same, namely by competing in improving the service as well as possible from other traders to be able to win the hearts of buyers by providing friendly, honest, polite, smiling service, serving buyers with good words, not hurting buyers' feelings with harsh words, and always providing clear information to buyers about the quality and quantity of merchandise.

In addition, according to the recognition of some buyers, it is not uncommon to find merchants who provide a bonus and even discounts to buyers because they have faithfully bought their merchandise or have bought a lot of merchandise as a sign of gratitude.

They realize that good service also has an important influence to increase the attractiveness of buyers, because basically buyers are partners or even kings. In addition, traders who provide the best service will foster a sense of trust more for buyers to transact. Good service also requires hard work and good communication with buyers. In general, buyers will be happy to buy to traders who serve well and sincerely as generous smile, say good, polite, and do not hurt the buyer, and vice versa if there are traders who serve the buyer is not good then the buyer will be reluctant to transact again.

In its application, jeans industrialists are free to serve any buyer with good, friendly and polite manners. Based on the results of an interview by jeans industrialist Podo Village Kedungwuni District of Pekalongan Regency, if there are buyers who complain about their goods, such as quality defects or lack of quantity of goods, the majority of traders will be happy to replace them with better goods so that buyers do not feel disappointed with the services provided. There are also industrialists who allow buyers to make complaints of exchange of goods that are not suitable but on the condition that it is solely the fault of the merchant himself. If an item has a defect caused by the buyer, the merchant will not give compensation because it is beyond the responsibility of the industrialist.

But sometimes still encounter jeans industrialists who commit fraud in selling merchandise. Looking at such cases, the industrialist does not apply the principles of business ethics, namely the principle of honesty, because he is cheating by reducing the dose or scale of merchandise that can harm the buyer. Please note, justifying all means of obtaining profits by fraud and cheating will cause losses for himself and the sustenance obtained will not get blessings from Allah SWT.

In the business world, business competition has become a natural thing because of the relationship with one another. With the existence of business competition, do not make it a threat, which must win the competition in various ways to turn off other competitors, but quite the contrary to the existence of business competition we always have a sense of competitive spirit and as a reference point to continue to do their best in advancing a business. Similarly, the competition of vegetable traders in Podo Village, Kedungwuni District, Pekalongan Regency, they compete with each other to attract buyers and try to win the competition. Based on the results of pegamatan researchers form of business competition conducted by industrialists jeans in the village of Podo District Kedungwuni Regency Pekalongan consists of four aspects, namely: product competition, price competition, place competition, and service competition.

3.4 Islamic Business Ethics on Business Competition Practices in the Jeans Industry Podo Village, Kedungwuni District, Pekalongan Regency

Islamic Business Ethics is the cornerstone in carrying out business activities in accordance with the values of Islamic teachings contained in al- Qur'an and Hadith, so that in carrying out its business activities there is no need for concern because it is believed to be something good and right and prevents from false deeds such as fraud, falsehood/defective goods, fraud, and evil that can harm others and ourself.

Jeans industrialists in Podo Village, Kedungwuni District, Pekalongan Regency in conducting healthy business competition always put Islamic values and morality such as honesty, openness, truth, and Justice. With the realization of Islamic Business Ethics is expected to minimize the occurrence of an unfair competition that can kill other traders. The following is an analysis of business competition jeans industrialist in the village of Podo Kedungwuni Pekalongan district viewed from the perspective of Islamic business ethics based on data obtained from the results of research conducted by researchers as follows:

1. Tauhid (Unity)

Based on the results of interviews conducted, the principle of monotheism shown by jeans industrialists in Podo Village, Kedungwuni District, Pekalongan Regency is to carry out all trading activities as well as possible by always following all the provisions set by Allah SWT and avoiding all his prohibitions. Please note that in general, business people tend to make a collision of Interests, by justifying all means to obtain as much profit as possible which can result in other parties feeling disadvantaged.

According to the confession of some jeans industrialists in Podo Village, Kedungwuni District, Pekalongan Regency, they do not dare to carry out any trading activities that lead to falsehood, because in themselves they already have thoughts of fear of punishment that Allah SWT gives. Industrialists in this village believe that in carrying out all their actions will always be supervised by Allah Swt, this is in line with the principles of Islamic business ethics, namely tauhidan

Jeans industrialists in Podo Village, Kedungwuni District, Pekalongan Regency require that there is business competition among others, considering the number of jeans industrialists in this village is not small. However, in the face of business competition, they as much as possible to conduct healthy business competition, do not take actions that bring harm and do not carry out activities that can cause disputes among other food traders which can then kill the business. For them in doing their business not only seek profit alone, but the most important is the blessing of sustenance from Allah SWT.

Please note that competition with the aim of doing good is allowed, as long as the competition does not deviate from the principles of Sharia as taught by the Prophet Muhammad.

2. Equilibrium

Based on the data obtained by the researchers, the principle of balance applied by jeans industrialists in Podo Village, Kedungwuni District, Pekalongan Regency is trying to be fair and balanced to every buyer. To all of them should be treated equally in the absence of special treatment.

According to the researchers, jeans industrialists in Podo Village, Kedungwuni District, Pekalongan Regency have not fully implemented the principles of Islamic business ethics, namely balance because in its application they still find other industrialists who justify all means to win business competition by cheating in the form of reducing the quantity of goods. This will lead to unfair business competition and can harm themselves, other industrialists, and buyers.

3. Free Will

Based on the data obtained, jeans industrialists in Podo Village, Kedungwuni District, Pekalongan Regency interpret the principle of free will as free competition, there is no intervention between industrialists. Islam does not give room to the intervention of any party to determine the price. In this case, it is related to setting a fair price by following demand and supply.

Based on interviews with 6 informants jeans industrialists in Podo Village Kedungwuni District of Pekalongan Regency in determining the price there is no coercion from anyone and trying to determine the price according to market standards. Although there are still some other jeans industrialists who lower prices to get buyers, with a note in lowering the price is still balanced and there is not too much difference from the price of other industrialists. But if traders sell their wares in the market at less than cost price, or far below market standards beyond their kindness and generosity, it will lead to unfair business competition and can kill other jeans industrialists.

Jeans industrialists also provide freedom for other industries to sell promote their merchandise nearby is no exception to new entrants and does not cause unhealthy competition. Newcomers are free in and out of the market and in the formation of prices, there is no any intervention. In addition, jeans industrialist in Podo Village Kedungwuni District of Pekalongan also does not impose its will to buyers in offering their wares.

Based on the results of interviews from buyers, it can also be concluded that there is no compulsion from industrialists to buy even though there are several options offered by them, because it is necessary to know that every buyer has the freedom to choose goods as expected. Thus it can be said that jeans industrialists in Podo Village, Kedungwuni District, Pekalongan Regency have carried out the principles of Islamic business ethics, namely free will in carrying out their business activities, including freedom in determining prices and no intervention from any party.

4. Responsibility

In Islam, there is a strong emphasis on the principle of responsibility, humans must dare to account for all the behavior they have done both before humans and before Allah later.

Based on the results of interviews conducted to buyers regarding complaints concluded that, the attitude of jeans industrialists in Podo Village, Kedungwuni District, Pekalongan Regency allows buyers to make returns if there are goods that are not suitable as there are defects both in terms of quality and quantity with a note that buyers can show traders the location of the defective goods. Jeans industrialists will be willing to exchange or replace the goods with better and appropriate goods. This is very important for every jeans industrialist in the hope of fostering trust from buyers and maintaining a good image for his business, as well as avoiding fraud that can harm buyers. But there are also those who allow the buyer to exchange an item that does not fit the conditions solely the fault of the seller himself. If there is a defect or reduced quantity of goods caused by the buyer, the seller will not provide compensation because it is beyond the responsibility of the seller. Jeans industrialists also always provide clear information about their merchandise before it is sold to buyers and invite buyers to check the goods they will buy before opening the seal.

With this, it will be the responsibility of every jeans industrialist to maintain the quality of his merchandise by always checking the condition of his merchandise before being sold to buyers. In addition, it is the responsibility of every food trader in providing quality goods to minimize the occurrence of complaints from buyers that can harm them themselves.

In this case it can be said that jeans industrialists in Podo Village Kedungwuni District of Pekalongan Regency in running their business have implemented Islamic business ethics, namely the principle of responsibility by being willing to replace or exchange better goods if there are defects in merchandise received by buyers and are responsible for providing quality goods and always maintaining the quality of by routinely checking before selling it to buyers. According to them, this must be done so that none of the buyers feel disadvantaged later and can maintain good relations between buyers and sellers. In addition, in an effort to be able to win the competition between industrialists jeans that occur without having to drop other industrialists.

5. Truth

Based on the data obtained, jeans industrialists in Podo Village Kedungwuni District of Pekalongan Regency in carrying out their sales activities, on average have tried to do the best possible service to buyers such as being friendly, polite, smiling, serving buyers by speaking as well as possible, not hurting the feelings of buyers with rude words, and even provide bonuses to buyers as a sense of gratitude for having bought a lot or faithful to buy the place. It is also recognized directly by the buyer when researchers conduct interviews directly.

According to jeans industrialists, if done this will not cause losses and can even bring profits to their businesses because they will get more trust from buyers to always come back to buy their place. Vice versa, if the seller is unfriendly or rude then the buyer will run away in the sense of not wanting to come back again.

Jeans industrialists in Podo Village, Kedungwuni District, Pekalongan Regency also maintain good relations between fellow industrialists by not carrying out activities that can cause disputes or disputes. In addition to carrying out the principle of virtue, jeans industrialists in Podo Village also reflect the principle of honesty, this is in line with the efforts of jeans industrialists in Podo village to always be honest in providing clarity of information to buyers about every merchandise to be sold.

Thus, it can be said that the jeans industrialists in Podo Village, Kedungwuni District, Pekalongan Regency in carrying out their business activities to face a business competition among fellow industrialists where there are four indicators of competition, namely product competition, price competition, place competition, and service competition, still reflect and promote the principles of Islamic Business Ethics which has been taught by the Prophet, namely the first principle of obedience in the sense of complete trust in the unity (oneness) of God, which means God as God Almighty, the second is the principle of balance or doing justice, then the principle of Free Will, the principle of having a sense of responsibility in carrying out every activity carried out, and the truth or do good so that with an understanding of business competition Islamic business ethics perspective is expected no other party who feel disadvantaged.

4. CONCLUSION

From the results of research and analysis of the discussion that has been done above, it can be concluded that the jeans industrialists in Podo Village Kedungwuni District of Pekalongan Regency in carrying out their business activities to face a business competition among fellow industrialists in which there are four indicators of competition that is run product competition, price competition, place competition, and service still reflect and put forward the principles of Islamic Business Ethics that have been taught by the Prophet, namely the first principle of tauhidan in the sense of complete trust in the unity (oneness) of God, which means God as God Almighty, the second is the principle of balance or doing justice, then the principle of Free Will, the principle of having a sense of in carrying out any activities undertaken, as well as the last principle of Truth or doing good so that with an understanding of business competition the perspective of Islamic Business Ethics is expected that no other party will feel disadvantaged.

Based on the results of research, discussion, and conclusions that have been described, it is better for jeans industrialists in Podo Village, Kedungwuni District, Pekalongan Regency in determining prices, they must consider several aspects so that the prevailing prices of fellow jeans industrialists can be balanced according to market price standards. In addition, it is expected for jeans industrialists to be fair to buyers. And jeans industrialists in Podo Village, Kedungwuni District, Pekalongan Regency are expected to apply the principles of Islamic Business Ethics in conducting all their trading activities and always conduct healthy business competition, which does not justify any means to gain profit without having to bring down other vegetable traders. Thus, it is hoped that you will get blessings from Allah SWT and be safe in this world and the hereafter (Kurniawan, 2021).

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