

## The Practice of Buying Pineapple Fruit in Packages From a Sharia Economic Perspective

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### Abstract:

The research in this scientific work aims to find out what the practice of buying and selling sacked pineapples is in Jati Mulyo Village, Dendang District, and whether the buying and selling practices are in accordance with sharia economic perspectives. This research is qualitative field research, data collection for this research was carried out by conducting observations and interviews, with the research object being pineapple traders in Jati Mulyo Village, Dendang District regarding the practice of buying and selling sacked pineapples in Jati Mulyo Village, Dendang District from an economic perspective. Sharia. The author also conducted research (library research). The results of this research found that the practice of buying and selling pineapples in Jati Mulyo Village, Dendang District is based on the prices prevailing on the market and the prices prevailing at that time, then what differentiates the prices between traders is where the pineapple supply comes from. From a sharia economic perspective, the price differences in buying and selling pineapples in Jati Mulyo Village, Dendang District as a whole are in accordance with the concept of price in a sharia economic perspective, so that harmony and conditions in buying and selling pineapples have also been fulfilled because the prices set do not harm buyers, namely traders. pineapple takes profits at a reasonable level. Then regarding marketing, it meets marketing requirements because there is transparency and there is no coercion on consumers because consumers shop only according to quality and their needs. Meanwhile, in terms of the practice in marketing pineapples, it is in accordance with sharia because it meets the requirements of buying and selling in Islam, namely, being honest in buying and selling, being fair in selling pineapples, such as not differentiating between one consumer and another, being of low service. heart.

### Keywords:

*Buying and selling, pineapple, packaging, Islamic perspective.*



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## INTRODUCTION

Humans as social creatures cannot live alone, meaning that humans need interaction with each other to fulfill all their needs. One form of interaction in question is buying and selling transactions in the field of muamalah. Muamalah in a broad sense can be defined as God's rules (laws) to regulate humans in relation to worldly affairs in social interactions (Hendi Suhendi, 2007).

Buying and selling functions as a tool to run the wheels of the economy. The daily activities of a Muslim cannot be separated from Islamic legal issues, both when carrying out worship to Allah and social activities in society. However, if the buying and selling is not in accordance with sharia principles then there may be no benefits but may cause damage. Buying and selling in which there

are rules that should be understood and understood. What kind of buying and selling is permitted by the syara' and which buying and selling is not permitted. Islam is a perfect religion because everything is regulated in the Al-Qur'an and Al-Hadith. Fraud is a form of human work to generate profit for oneself, it cannot be denied that humans live in this world with a variety of different abilities and habits, they want to have each other, they interact with each other, starting from understanding, science, education, business, and buying and selling, just to maintain their lives (Hendi Suhendi, 2007).

Islam recommends seeking wealth through good means, where there is goodness for humans, activities and work, world prosperity, visits to various countries, social interactions and acquaintances, working together and exchanging interests. Humans in their social life have interests which give rise to rights and obligations and at the same time bear obligations. The relationship between rights and obligations is regulated by legal rules to avoid conflicts of interest between various parties. All the rules created by Allah to regulate human relations with humans in life and living are known as muamalah.

One of them explains the procedures for transferring someone's property rights to another person, for example through buying and selling or al-bai'. In buying and selling there is an exchange of one object for another to become a substitute. The legal consequence of buying and selling is the transfer of someone's property rights to another person or from the seller to the buyer (Budi Abdullah et al, 2014). Because buying and selling is an agreement/agreement (contract) that is mutually binding between the seller (ie the party who hands over/sells the goods) and the buyer (as the party who pays or buys the goods being sold).

Humans make agreements (contracts) almost every day, such as renting, buying and selling, marriage and so on. A contract has conditions and pillars that must be fulfilled for the contract to be valid. In short, it can be said that Islamic contract law plays an important role in the implementation of muamalah which concerns Islamic economics. Types of muamalah whose laws are not directly designated by the text include all types of muamalah which are completely left to the results of the ijthihad of the ulama in accordance with the needs of mankind throughout the ages, as well as in accordance with the situation and conditions of the local community (Hasan Hasbi, 2011).

Therefore, Islamic law establishes rules for needs and limits desires to enable humans to obtain their goals without giving harm to others and establishing a law of exchanging needs between members of society is a just way, so that humans can free themselves from narrowness and gets the point without destroying honor. Islam provides a way for humans to buy and sell to avoid pettiness, difficulties and bring convenience. Allah says in Surah QS.An-Nisaa' (4):29 (Department of Religion of the Republic of Indonesia, 2007): Meaning: "O you who believe, do not consume each other's wealth in a false way, except by means of commerce that is carried out between you. And do not kill yourselves; Verily Allah is Most Merciful to you." (Qs. An-Nisaa'(4):29).

The verse above explains the law regarding buying and selling. That Allah SWT forbids Muslims from consuming other people's property vanity which means carrying out economic transactions that are contrary to sharia'. Apart from that, regarding the principle of buying and

selling, the element of willingness between the seller and the buyer is the main thing (M. Hasby Ash Shiddieqy, 2000). As a system of life, Islam provides color in every dimension of human life, including the economic world. Buying and selling is also a transaction that was carried out by Rasulullah SAW during his lifetime. He taught honest buying and selling (al-bai'), in accordance with legal conditions and harmony. The problem of muamalah continues to develop, and as far as possible efforts are made to ensure that this development does not cause life difficulties for other parties.

In this regard, Islam really emphasizes that transactions must be based on good intentions, because this provides guidance to its followers to maximize their efforts, such that neither party feels disadvantaged, Allah SWT has made wealth one of the reasons the establishment of human benefit in the world, to realize this problem, Allah SWT has prescribed certain methods of trading (buying and selling), because whatever is needed by each person is not easily realized at any time, and for those who get it by using violence and oppression it is an act which is destructive, so there must be a way that allows each person to get whatever he needs, without having to use violence, oppression, trading practices and the laws of buying and selling that are prescribed.

In connection with the basic assumptions above, in reality many people practice buying and selling in various ways in their business, one of which is the practice of buying and selling pineapples in Jati Mulyo Village, Dendang District, East Tanjung Jabung Regency. In buying and selling traders use a sack system. From the sack system of buying and selling pineapple fruit which is carried out in Jati Mulyo Village, Dendang District, there are several problems, including buyers sometimes feeling disadvantaged because of this kind of purchasing system, buyers cannot check the pineapple fruit that has been put in the sack so there is a possibility of damage, whether the fruit is not yet ripe. or also rotten (not good quality), or even small. Based on the phenomenon above, it is very interesting to study further.

## **METHOD**

According to Leedy, research is a process to achieve (systematically and supported by data) an answer to a question, a solution to a problem, or a deep understanding of a phenomenon. A qualitative approach is research and understanding process based on a methodology that investigates social phenomena and human problems. Bogdan and Taylor stated that qualitative methodology is a research procedure that produces descriptive data in the form of written and spoken words from people and observed behavior (Sutrisno Hadi, 1997). This research focuses on the suitability of the practice of buying and selling pineapples using the sack system in Jati Mulyo Village, Dendang District, East Tanjung Jabung Regency from a sharia economic perspective using a qualitative approach. This research uses qualitative research with a descriptive approach. This description method is intended to obtain a good, clear picture and be able to provide data about the object being studied. To find out more about the practice of buying and selling pineapples in Jati Mulyo Village, Dendang District, East Tanjung Jabung Regency.

Meanwhile, the type of research used is a case study, namely an empirical inquiry that investigates phenomena in real world context, where the boundaries between phenomenon and

context are not clearly visible and where multiple sources of evidence are utilized (Burhan Bungin, 2003). In this research, a case study was conducted to explain the practice of buying and selling pineapples using the sacking system in Jati Mulyo Village, Dendang District from a sharia economic perspective.

## RESULTS AND DISCUSSION

### Results

This research is qualitative research, the author chose research that aims to find out how the practice of buying and selling pineapple sacks is for traders by interviewing research subjects directly in the field. On April 3, 2023, researchers came to the Jati Mulyo Village office, Dendang District, and on April 6, 2023 and May 6, 2023, pineapple traders, to conduct research. Along with colleagues from STIE Al-Mujaddid who acted as observers. Before conducting the interview, we observed all activities carried out at the Jati Mulyo village office, Dendang District and pineapple traders in Jati Mulyo village.

The researcher conveys what will be researched and interviewed today.

#### **1. How traders set pineapple merchandise prices when selling, traders will set the selling price. Then how do traders set the selling price of the pineapples they sell to consumers, here is the answer.**

*a. Mrs. Sukesni as a pineapple seller gave the answer: "You see, son, determining the selling price is by following the rise and fall of prices, the rise and fall of prices depends on information obtained from fellow traders. The way to get it is very fast, every day fellow traders will get information about price increases via telephone and SMS sent between one trader and another trader not only in this one place but also fellow traders outside the city whose scope is still in Tanjung Jabung district. East or even in the Jambi region. "It can almost be said that almost every day prices increase (Sukesni, 2023)."*

In determining the selling price, Mrs. Sukesni as a trader follows the rise and fall of selling prices prevailing in the market. To find out the rise and fall of selling prices on the market, traders exchange information with fellow pineapple traders in the Jambi area via telephone and SMS every day, so if there is an increase or decrease in prices, the traders will inform each other of their friends. pineapple traders elsewhere. After exchanging information about selling prices, traders will apply the selling prices they obtained information via telephone and SMS to the merchandise they sell.

*b. Mrs. Pinasti as a pineapple seller gave her answer regarding determining the selling price of merchandise: "The way to determine the selling price is by following the existing market price. You could say that the price is equalized to the prices sold by fellow traders. In other words, it follows the general price that applies in this place. If we get news by telephone from a trader there, the price is like this, then it's like this, if it goes up, we'll increase the price of this product, if the price goes down, just lower it, son. "The point is to follow fellow sellers like that (Pinasti, 2023)."*

In determining the selling price of her merchandise, Mrs. Pinasti follows the selling prices prevailing on the market by seeking information from fellow traders in other villages by telephone. Then, after knowing the current selling price on the market, that price will be applied to the sale of the pineapple merchandise.

*c. Mrs. Siti Aminah as a pineapple seller gave the answer:* "Yes, if you set the price depending on the quality of the goods, if the quality is good, I'll sell it a little expensive, if the quality is a bit bad, I'll sell it a little cheap, the price is different from the good quality. "That also depends on the buying price from the middleman, if it's expensive, I'll sell it expensive too (Siti Aminah, 2023)."

Mrs. Siti Aminah determines her selling price according to the quality of the merchandise she sells. If the goods being sold are of good quality then the selling price will be more expensive, if the goods being sold are of poor quality then the selling price will not be too expensive. Apart from being based on the quality of the goods, the selling price of the merchandise also adjusts to the purchase price from the middleman, if the price is expensive then the selling price is also expensive.

*d. Mr. Hasan as a pineapple seller gave the answer:* "The price of this pineapple is very affordable, because I offer the price at a standard price to buyers, and I set this pineapple according to the market price (Hasan, 2023)."

In determining the selling price of his merchandise, Mr. Hasan follows the selling prices prevailing on the market by seeking information from fellow traders in other places. Then, after knowing the current selling price on the market, that price will be applied to the sale of the pineapple merchandise.

*e. Mr. Manto as a pineapple seller gave the answer:* "In setting prices, I follow market prices and other competitors, by adjusting the price of the supply of pineapples that I take (Manto, 2023)."

In determining the selling price of his merchandise, Mr. Manto follows the selling prices prevailing on the market by seeking information from fellow traders who are in other places by telephone. Then, after knowing the current selling price in other places, that price will be applied to sales by adjusting the pineapple supply. The smaller the supply of pineapples, the lower the price will be given.

*f. Mr Zahro as a pineapple seller gave the answer:* "I set the price of pineapples depending on the supply price of pineapples. If I supply pineapples at a high price I will sell them at a high price too, but if I supply pineapples at a standard price then I will sell them according to the market price (Zahro, 2023)."

In determining the selling price of his merchandise, Mr. Zahro determines the price of pineapples depending on the supply price of pineapples. If you supply pineapples at a high price, you will sell them at a high price too, but if you supply pineapples at a standard price, you will sell them at the market price.

## 2. Factors to consider in setting prices.

When selling, traders will set the selling price. Then how do traders set the selling price of the pineapples they sell to consumers?

*a. Mrs. Sukezi as a pineapple seller gave the answer:* "Look, son, if I were to set the price, I would adjust it to the wholesale price, I would buy how much per fruit and then I would take the profit per fruit as well. Then I consider when the item will be sold, if for example today I sell 100 pineapples and then today I also sell 100 then the price I give to buyers is also different, the price I give is a little cheaper. If the wholesaler sells it today and then the buyer buys it, for example in the next 4 days, the price will also be different because merchandise like pineapples are being sold for a long time but they haven't been sold yet. This item will experience a reduction in weight, son, because it is getting dry and it is possible that some of it is rotting. "That's why I sold it a little more expensively, because if the price remains the same, my profits will be too small and I might not get my capital back (Sukezi, 2023)."

Mrs. Sukezi, when setting prices, considers the initial price per piece from the middleman, then how many buyers buy her merchandise. If buyers buy merchandise in small quantities, the selling price of the merchandise is at a different price from buyers who buy small quantities. The more goods you buy, the cheaper it will be because the trader considers how long the goods will be in the trader's stock. Because the faster the goods are sold, the trader will buy new goods to sell, whereas if the old goods are sold, the trader will bear the risk of the merchandise rotting, which will result in it not selling, and then the risk of reducing the weight of the scales, because if the merchandise is old If left in the open, it will dry out or shrink and the quality of the goods will automatically decrease and the quality will no longer be the same when traders buy from middlemen.

*b. Mrs. Pinasti as a pineapple seller gave the answer:* "When it comes to setting prices, I look at the number of buyers buying my merchandise, son, if more people buy it, I give a discount, yes, even though the price isn't much, I give it a different price from those who only buy a little (Pinasti, 2023)."

Mrs. Pinasti, when determining the selling price, takes into consideration the quantity of goods purchased by the buyer, the more merchandise purchased, the more discounts will be given.

*c. Mrs. Siti Aminah as a pineapple seller gave the answer:* "Look, sis, when I set the price, I only consider the quality of the merchandise. If my merchandise is of good quality, then I sell it at a reasonable price for good quality goods. If the quality is bad, I sell it at a reasonable price for goods that are not so good. . "In fact, sometimes I only sell at the price I originally sold, the important thing is that I get my capital back and the goods I sell don't rot and go to waste (Siti Aminah, 2023)."

Mrs. Siti Aminah determines the selling price of her merchandise by adjusting the price to the goods she sells. The better the quality of the goods she sells, the more expensive the price, conversely, if the quality of the goods sold is less good, the price adjusts accordingly.

*d. Mr. Hasan, the pineapple seller, gave the answer:* "When it comes to setting prices, I look at

the number of buyers who buy my goods at least, son. If more people buy it, I give a discount, yes, even though the price isn't much, I give it a different price compared to those who only buy a little (Hasan, 2023) .”

Mr. Hasan, in determining the selling price, takes into account the quantity of goods purchased by the buyer, the more merchandise he buys, the more discount he will be given.

*e. Mr Manto, the pineapple seller, gave the answer:* It's like this, sis, when I set the price, I only consider the quality of the merchandise. If my merchandise is of good quality, then I sell it at a reasonable price for good quality goods, if the quality is bad, I sell it at a reasonable price for goods that are not so good. "In fact, sometimes I only sell at the price I originally sold, the important thing is that I get my capital back and the goods I sell don't rot and go to waste (Manto, 2023)."

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### **3. How much the trader takes profit.**

When selling merchandise, of course you will make a profit on each item you sell. Then how much profit do you make from each item sold?

*a. Mrs. Sukesni gave the answer:* "For me, I don't dare to take much profit, at most around 7-10% (Sukesni, 2023)."

Mrs. Sukesni, as a pineapple trader, only makes a profit of 7 to 10% when selling her merchandise from the middleman's purchase price.

*b. Mrs. Pinasti gave the answer:* "I only dare to take a maximum profit of 10%, son (Pinasti, 2023)."

As a pineapple trader in Jati Mulyo Village, Mrs. Pinasti will make a maximum profit of 10% of the initial purchase price from the middleman.

*c. Mrs. Siti Aminah gave the answer: "Just about 10%, sis, I don't dare to do too much, I'm afraid it won't sell and if my merchandise rots, it won't even sell at all (Siti Aminah, 2023)."*

As a pineapple trader, Siti Aminah only makes a profit of around 10% because she is afraid that her merchandise won't sell if she takes too much profit.

*d. Mr. Hasan, the pineapple seller, gave the answer: "I dare to take a maximum profit of only 10%, son (Hasan, 2023)."*

Mr. Hasan, as a pineapple trader, when selling his merchandise, only makes a profit of 10% of the purchase price from the middleman.

*e. Mr Manto, the pineapple seller, gave the answer: "For me, I don't dare to take much profit, at most around 8-10% (Manto, 2023)."*

Mr. Manto, as a pineapple trader, when selling his merchandise, only makes a profit of 8 to 10% of the purchase price from the middleman.

*f. Mr Zahro as a pineapple seller gave the answer: "I only dare to take a maximum profit of 10%, son (Zahro, 2023)."*

As a pineapple trader, Mr. Zahro only makes a profit of around 10% because he is afraid that his merchandise won't sell if he takes too much profit.

## **Discussion**

The practice of buying and selling pineapples in packages in Jati Mulyo Village, Dendang District. In this chapter, several discussion descriptions will be presented that are in accordance with the research results, so that in this discussion description the researcher will explain the research results using the theory explained in the previous chapter. The data was obtained from in-depth interview observations and documentation as the researcher described in qualitative data analysis which was then identified to suit the expected objectives. The interview observations that were carried out were collecting data regarding the practice of buying and selling pineapple sacks from a sharia economic perspective in Jati Mulyo Village, Dendang District.

In accordance with the data obtained, prices play an important role in marketing, both for traders and buyers or consumers. The price of a merchandise must cover the costs of shipping the merchandise and marketing the merchandise. The selling price is the amount of costs incurred by the trader to obtain the merchandise plus the percentage of profit desired by the seller, because to achieve the profit desired by the trader, one way to attract consumer interest is by determining the right price for the merchandise being sold. The right price is a price that is in accordance with the quality of the merchandise and this price provides consumer satisfaction.

When setting prices, traders consider several factors that influence the selling price of pineapples:

a. Number of merchandise purchased by consumers

If buyers or consumers buy goods in large quantities, the trader will give wholesale prices or prices that are different from the prices given to buyers in small quantities. The seller does this because considering the weight, the more goods he sells, the faster the merchandise will be sold and the trader will immediately take new merchandise from the middleman and get a new price and new profits too.

b. Quality of goods

Goods quality is a competitive pricing policy for high quality goods. Price cannot be separated from quality, or price cannot deceive quality with the expression price determines quality. Good quality certainly comes with an expensive price. The quality of the goods must be taken into account when determining the price, if the quality is good then the costs that will be incurred to obtain an item will of course also be more. If the price of the merchandise is sold cheaply, the trader will experience a loss.

c. Purchase price at the middleman

Traders will adjust their selling price to the buying price they bought from the middleman. This method is widely used by traders. Traders who buy merchandise will determine the selling price after the buying price with an excess of the selling price over the buying price.

d. The rise and fall of prices circulating on the market

Traders follow the rise and fall of prices circulating on the market. If the market price rises, sellers will follow the price increase.

Islam as a religion contains teachings that are comprehensive and universal. Comprehensive means that Islamic sharia summarizes all aspects of life, both ritual (worship) and social (muamalah). Worship is necessary to maintain obedience and harmony in human relations with their kholiq. As for muamalah, it was revealed to be the rules of human play in social life. Universal means that Islamic law can be applied at any time and place until the end. This universal is clearly visible in muamalah. Apart from having a broad and flexible scope, muamalah does not differentiate between Muslims and non-Muslims.

The Islamic perspective in determining prices is carried out due to market forces, namely the forces of demand and supply. In the Islamic concept, the meeting of demand and supply must occur willingly and willingly, which means that no party is forced to carry out transactions at a certain price level. The state of mutual consent is the opposite of the state of abuse, namely a state where one party is happy because of the sadness of the other party. The same thing is applied in the practice of buying and selling sacked pineapples in Jati Mulyo Village, Dendang District, apart from that, traders also provide information about the merchandise they sell, about price increases and the quality of the merchandise.

In transactions in Jati Mulyo Village, there is no element of coercion on the part of the trader for consumers to buy or agree to the prices in Jati Mulyo Village. Buyers are free to choose whether to buy or not. This is indeed true if we look at the results of interviews with several traders. They do top transactions basis of price agreement between the two parties. A general and reasonable price is a price that is in accordance with the market price prevailing at a certain time.

According to Abu Yusuf regarding the mechanism for determining the selling price, namely that there is no definite limit on cheap and expensive. There are those who regulate it. Cheap is not due to an abundance of food, nor is expensive due to a scarcity of food. Cheap and expensive are God's provisions. In Ibn Taimiyah's time, price increases were often caused by injustice by market players. This view was rejected by Ibn Taimiyah by stating that price increases were not always caused by *zulm* (injustice). There are other factors that influence this, namely market forces between supply and demand (supply and demand).

If the purchase of pineapple merchandise experiences an increase or decrease, pineapple traders in Jati Mulyo Village do not increase the price of their merchandise because the price determined includes profits taken of around 10% of the price obtained from middlemen. Traders will lower prices slightly when buyers make large purchases. This is done by traders so that their merchandise does not sit in their stalls for too long because it will be detrimental and anticipate and minimize damage to merchandise that remains unsold for too long. In principle, transactions in trade must be carried out at fair prices, because fair prices are a reflection of the commitment of Islamic law to comprehensive justice. In general, a fair price is a price that does not give rise to exploitation or oppression (tyranny) so that it harms one party and benefits the other party. The price must reflect the benefits to the buyer and the sale fairly, that is, the seller obtains a normal profit and the buyer obtains a benefit equivalent to the price paid.

## CONCLUSION

Based on the research results and discussion, the research results can be concluded as follows:

1. The practice of buying and selling sacked pineapples in Jati Mulyo Village, Dendang District is based on the market mechanism (quantity of demand and supply) that occurs between traders and buyers. Factors that influence traders in setting pineapple prices in Jati Mulyo Village, Dendang District are based on the quality of the merchandise being sold, the purchase price from the middleman, the number of items purchased by the buyer and whether or not the merchandise has been at the trader's location. If seen from the statement at the beginning, the selling price determination in Jati Mulyo Village, Dendang District, the traders determine the selling price following the prices that apply in other places which are still in the East Tanjung Jabung district area to use the reference price as the basis for determining the selling price. .
2. The practice of buying and selling sacked pineapples in Jati Mulyo Village, Dendang District from a sharia economic perspective is based on the market mechanism (quantity of demand and supply) that occurs between traders and buyers. The Islamic perspective concept of price

determination is carried out on the basis of mutual consent and there is no coercion in it, the applicable price is based on the trader's mechanism because the applicable price is based on demand and supply, there is justice applied by pineapple traders in Jati Mulyo Village, Dendang District, namely in terms of the return that is obtained between the trader and the buyer that does not cause losses to either party in terms of price with the quality provided. Even though from an Islamic perspective, price processing is completely the right of the trader, but no one is allowed to set a price higher or lower than the existing price. This will result in losses for one of the parties. Marketing practices of pineapple traders in Jati Mulyo Village, Dendang District. Apart from implementing marketing practices, pineapple traders in Jati Mulyo Village, Dendang Jaya District also apply Islamic marketing practices, namely in accordance with Islamic marketing characteristics, in accordance with the Prophet Muhammad SAW's way of doing business and in accordance with Islamic marketing principles which contain the values of faith. The practices carried out by pineapple traders in Jati Mulyo Village, Dendang District are in accordance with the characteristics of Islamic marketing, namely: divine, ethical (morals), realistic and humanistic. Marketing that is in accordance with the Prophet Muhammad SAW way of doing business, includes: siddiq, amanah, tabligh and fathanah. Marketing that is in accordance with Islamic marketing principles, namely: endeavor, benefits, advice and trust.

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