

***Analysis Of The Impact Of The Covid-19 Pandemic On Prices and Muslim
Consumer Ethics***

(Case Studi Of Bintaro Jaya Market)

By Riska Tri Febriyani

Abstract

This study aims to explain the condition of the price of goods at the Bintaro Jaya Market during the Covid-19 pandemic and see its relationship to Muslim consumer ethics in the event of panic buying by consumers. This research is classified as a qualitative research using a qualitative descriptive approach. Sources of data used in this study are primary data sources, namely as many as 23 respondents, 1 respondent is the head of the market manager, 13 respondents are market traders, and 9 consumer respondents are at Pasar Bintaro Jaya and secondary data sources. In collecting research data, researchers used observation, interviews, and documentation techniques. Based on the findings of this study, it shows that the price of basic necessities at the Bintaro Jaya Market has fluctuated during the COVID-19 pandemic. Panic buying also occurred in this market during the covid-19 pandemic, this was done by consumers as a reaction to concerns about the transmission of the covid-19 virus, but it was still within normal quantity limits. In practice, consumption ethics has been applied by Muslim consumers at the Bintaro Jaya Market, and has been running well and in accordance with Islamic teachings.

Keywords: muslim consumer ethics, panic buying, prices

Analisis Dampak Pandemi Covid-19 Terhadap Harga dan Etika Konsumen Muslim

(Studi Kasus Pasar Bintaro Jaya)

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Abstrak

Penelitian ini bertujuan untuk menjelaskan mengenai kondisi harga barang pada Pasar Bintaro Jaya di masa pandemi Covid-19 serta melihat keterkaitannya terhadap etika konsumsi muslim apabila terjadi *panic buying* yang dilakukan oleh konsumen. Penelitian ini tergolong kedalam penelitian kualitatif dengan menggunakan pendekatan deskriptif kualitatif. Sumber data yang digunakan dalam penelitian ini adalah sumber data primer yaitu sebanyak 23 responden yang merupakan 1 responden kepala pengelola pasar, 13 responden pedagang pasar, dan 9 responden konsumen di Pasar Bintaro Jaya serta sumber data sekunder. Dalam melakukan pengumpulan data penelitian, peneliti menggunakan teknik observasi, wawancara, dan dokumentasi. Berdasarkan hasil temuan penelitian ini, menunjukkan bahwa kondisi harga kebutuhan pokok di Pasar Bintaro Jaya mengalami fluktuatifitas selama masa pandemi covid-19. *Panic buying* pun terjadi pada pasar ini selama masa pandemi covid-19, hal ini dilakukan oleh konsumen sebagai reaksi dari kekhawatiran akan penularan virus covid-19, namun masih dalam batas kuantitas yang normal. Dalam praktiknya etika konsumsi sudah diterapkan oleh konsumen muslim di Pasar Bintaro Jaya, serta telah berjalan dengan baik dan sesuai dengan praktik dalam ajaran islam.

Kata kunci: etika konsumen muslim, harga, *panic buying*