

ABSTRAK

M. NASHRULLAH. 2021: *Analisis Jual Beli Online Melalui Marketplace Bukalapak Perpespektif Ekonomi Islam Studi Kasus Toko Gondo Lirboyo Kediri*, Perbankan Syariah, Fakultas Syariah, IAI Tribakti Kediri, Dosen Pembimbing Khairan, S, Sos, M.H.

Kata Kunci: Jual Beli Online, Marketplace Bukalapak, Prespektif Ekonomi Islam

Penelitian ini menjelaskan Analisis Jual Beli Online Melalui Marketplace Bukalapak Perpespektif Ekonomi Islam Studi Kasus di Toko Gondo Lirboyo Kediri, yang merupakan hubungan dengan masyarakat dan yang akan melakukan pembelian kitab maupun juga penjualan dan pembeli bisa melakukan transaksi jual beli perdagangan jarak jauh dengan sisitem online melalui marketplace santri.

Fokus penelitian ini: Analisis Jual Beli Melalui Marketplace Bukalapak Perspektif Ekonomi Islam Studi Kasus Di Toko Gondo Lirboyo Kediri mengenai jual beli online marketplace dan hal-hal jual beli, serta administratif yang di lakukan oleh toko gondo toko gondo lirboyo kediri dalam jual beli online marketplace yang bagi masyarakat ingin melakukan jual beli online.

Penelitian ini adalah penelitian lapangan dengan menggunakan metode kualitatif. Adapun sumber data dari penelitian ini menggunakan data primer dan sekunder dengan teknis pengumplan data menggunakan teknik observasi, wawancara dan dokumentasi. Adapun analisis data yang digunakan yaitu reduksi data, penyajian data dan penarikan kesimpulan atau verifikasi.

Hasil penelitian yaitu suatu jual beli online marketplace bukalapak yang ingin melakukan transaksi jual beli online. Adanya marketplace bukalapak mempermudah jual beli, sistem pembeliannya di toko dalam pengelolaan dan pengemasan. Jual beli online ini belum berjalan maksimal karena kurangnya karyawan dalam marketing online.

ABSTRACT

M. NASHRULLAH. 2021: *Analysis of Online Buying and Selling through the Bukalapak Marketplace from an Islamic Economic Perspective Case Study of Toko Gondo Lirboyo Kediri*, Sharia Banking, Faculty of Sharia, IAI Tribakti Kediri, Supervisor Khairan, S. Sos, M.H.

Keywords: Online Buy and Sell, Bukalapak Marketplace, Islamic Economic Perspective

This research explains the Analysis of Online Buying and Selling Through the Bukalapak Marketplace perspective of the Islamic Economics Case Study at Toko Gondo Lirboyo Kediri, which is a relationship with the community and who will make purchases of books as well as sales and buyers can conduct long-distance trade buying and selling transactions with online systems through the santri marketplace.

The focus of this research: Analysis of Buying and Selling Through Bukalapak Marketplace Islamic Economic Perspective Case Study at Toko Gondo Lirboyo Kediri regarding buying and selling online marketplace and buying and selling things, as well as administrations carried out by the gondo shop gondo shop lirboyo kediri in buying and selling online marketplace for people who want to buy and sell online.

This research is field research using qualitative methods. The data sources of this research use primary and secondary data with data collection techniques using observation, interviews and documentation techniques. The data analysis used is data reduction, data presentation and conclusion drawing or verification.

The results of the study are an online buying and selling marketplace bukalapak wants to make online buying and selling transactions. The existence of the bukalapak marketplace makes buying and selling easier, the purchase system is in the store in management and packaging. This online buying and selling does not run optimally due to the lack of employees in online marketing.