

THESIS

**ANALYSIS OF THE PHENOMENOLOGY OF RICE ENTREPRENEURS
BUSINESS COMPETITION FROM THE PERSPECTIVE OF FIQH
MUAMALAH**

(STUDY ON UD. DEWI SINTA, MOYUDAN DISTRICT)



By:

RIZQI AWWALU MIFTAH

422021321123

**DEPARTMENT OF ISLAMIC ECONOMICS LAW
FACULTY OF SHARIA**

UNIVERSITY OF DARUSSALAM GONTOR

1446/2025



**ANALYSIS OF THE PHENOMENOLOGY OF RICE ENTREPRENEURS
BUSINESS COMPETITION FROM THE PERSPECTIVE OF FIQH
MUAMALAH**

(STUDY ON UD. DEWI SINTA, MOYUDAN DISTRICT)

THESIS

Presented to the University of Darussalam Gontor in Partial Fulfillment of the
Requirement for Completing the Undergraduate Program Department of Islamic
Economics Law

By:

Rizqi Awwalu Miftah

422021321123

Supervisor

May Shinta Retnowati, S.H., M.H.

DEPARTMENT OF ISLAMIC ECONOMICS LAW

FACULTY OF SHARIA

UNIVERSITY OF DARUSSALAM GONTOR

1446/2025

ABSTRAK

ANALISIS FENOMENA PERSAINGAN BISNIS PENGUSAHA BERAS DALAM PRESPEKTIF FIQH MUAMALAH (STUDI DI UD. DEWI SINTA KECAMATAN MOYUDAN)

Persaingan usaha di industri perberasan bersifat kompleks dan dinamis, khususnya bagi usaha kecil dan menengah. Persaingan ini dipengaruhi oleh perusahaan berskala besar, permintaan pasar, kebijakan pemerintah, dan praktik bisnis. Penelitian ini menganalisis persaingan usaha perberasan dengan menggunakan pendekatan fikih muamalah, dengan menjawab dua pertanyaan kunci: "Bagaimana persaingan yang dilakukan oleh UD. Dewi Sinta" dan "Bagaimana persaingan ini sejalan dengan prinsip-prinsip fikih muamalah". Penelitian ini menggunakan penelitian kualitatif, dengan pendekatan fenomena. data yang dikumpulkan adalah dengan cara observasi partisipasi, wawancara secara mendalam, dokumentasi. Kemudian dianalisis dengan Reduksi data, Interpretasi data, dan Pengambilan kesimpulan. Hasil penelitian ini menunjukkan bahwa UD. Dewi Sinta menghadapi persaingan dalam aspek produk, harga, pelayanan, strategi persaingan. Dalam menghadapi persaingan produk, perusahaan ini menerapkan peningkatan kualitas beras, Dari segi persaingan harga, UD. Dewi Sinta menetapkan harga yang kompetitif. Sementara dalam aspek pelayanan, perusahaan mengedepankan prinsip 3S (Senyum, Sapa, Salam) serta memperluas cakupan layanan. Strategi utama yang diterapkan oleh UD. Dewi Sinta dalam meningkatkan daya saing meliputi kerja sama dengan perusahaan besar melalui sistem akad musyarakah optimalisasi pemasaran digital. Dari perspektif fikih muamalah, strategi yang diterapkan telah sesuai dengan prinsip persaingan sehat dalam Islam, yang menekankan kejujuran, transparansi, dan keadilan dalam transaksi bisnis, tanpa melakukan praktik penimbunan atau manipulasi harga yang merugikan pasar. Oleh karena itu, penelitian ini memberikan kontribusi dalam memahami praktik persaingan bisnis beras yang beretika serta memberikan rekomendasi bagi pelaku usaha agar tetap bersaing secara sehat sesuai dengan prinsip ekonomi Islam.

Kata kunci: persaingan bisnis, fikih muamalah, UD. Dewi Sinta

ABSTRACT

**ANALYSIS OF THE PHENOMENOLOGY OF RICE ENTREPRENEURS
BUSINESS COMPETITION FROM THE PERSPECTIVE OF FIQH
MUAMALAH (STUDY ON UD. DEWI SINTA, MOYUDAN DISTRICT)**

Business competition in the rice industry is complex and dynamic, especially for small and medium sized enterprises. It is influenced by large-scale companies, market demand, government policies and business practices. This study analyzes business competition in the rice industry via the fiqh muamalah approach, by answering two key questions: “How is the competition conducted by UD. Dewi Sinta” and ‘How is this competition in line with the principles of fiqh muamalah’. This research uses qualitative research, with a phenomenology approach. The data were collected via participant observation, in-depth interviews, and documentation. The data were subsequently analyzed via data reduction, data interpretation, and conclusion drawing. The results of this study indicate that UD. Dewi Sinta faces competition in terms of products, prices, services, and competitive strategies. In facing product competition, this company implements an increase in rice quality, in terms of price competition, UD. Dewi Sinta sets a competitive price. In terms of service, the company prioritizes the 3S principle (Smile, Greet, or solution) and expands service coverage. The main strategy applied in increasing competitiveness, UD. Dewi Sinta includes cooperation with large companies through the musyarakah contract system and the optimization of digital marketing. From the perspective of fiqh muamalah, the strategies applied are in accordance with the principles of fair competition in Islam, which emphasize honesty, transparency, and justice in business transactions, without practicing hoarding (ihtikâr) or price manipulation that harms the market. Therefore, this study contributes to understanding the practice of ethical rice business competition and provides recommendations for business actors to continue to compete fairly in accordance with Islamic economic principles.

Keywords: business competition, Fiqh Muamalah, UD. Dewi Sinta

SUPERVISOR DECISION LETTER

Honorable to
Dean of sharia Faculty
University of Darussalam Gontor

Bismillahirrahmanirrahim

Assalamu'alaikum Warahmatullah Wabarakatuh

I present this thesis written by

Name : Rizqi Awwalu Miftah

Registered Number : 422021321123

Faculty : Sharia

Department : Islamic Economic Law

Title : ANALYSIS OF THE PHENOMENOLOGY OF RICE
ENTREPRENEURS BUSINESS COMPETITION FROM THE PERSPECTIVE OF FIQH
MUAMALAH (STUDY ON UD. DEWI SINTA, MOYUDAN DISTRICT)

It has been processed and corrected to meet the practical requirement to obtain the Bachelor's Degree (S1) in the Islamic Economic Law Department, Sharia Faculty University of Darussalam Gontor. Therefore, we hope this thesis could be examined.

Hopefully, this thesis will be useful for religion, nation, and the development of an educational institution.

Wassalamu'alaikum Warahmatullahi Wabarakatuh

UNIDA, Sya'ban 16, 1446 H

February 15, 2025 M

Supervisor,



May Shinta Retnowati, S.H., M.E.

NIY 180649

DECLARATION

Name : Rizqi Awwalu Miftah
Registered Number : 422021321123
Faculty : Sharia
Department : Islamic Economic Law
Title : Analysis of The Phenomnology of Rice Entrepreneurs Business
Competition From the Prespective of Fiqh Muamalah

I hereby declare that this undergraduate thesis is the result of my own investigations, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at University of Darussalam Gontor or other institutions.

Wassalamu'alaikum Warahmatullahi Wabarakatuh

Ponorogo, Sya'ban 20, 1446 H

February 19, 2025 M

Author

Rizqi Awwalu Miftah
NIM 4220213211232

DECISION OF THE TEAM

The committee of the thesis examination in partial fulfilment of the requirements for the degree of Licentiate in Islamic Economic Law in the Faculty of Sharia, University of Darussalam Gontor, Indonesia, declared that the thesis written by:

Name : Rizqi Awwalu Miftah

Reg. Number : 422021321123

Title : ANALYSIS THE PHENOMENOLOGY OF RICE ETREPENEURS
BUSINESS COMPETITION FROM PRESPECTIVE FIQH MUAMALAH (STUDY ON UD.
DEWI SINTA, MOYUDAN DISTRICT)

Has been examined by the board of examiners of the Bachelor's Degree (S1) on Department of Islamic Economics Law Faculty of Sharia University of Darussalam Gontor on (Saturday, 4th of March 2025)

The board of examiners has decided to grant him pass in the thesis examination. Hence, he is eligible to be awarded the degree of Licentiate in Department of Islamic Economics Law in the Faculty of Sharia.

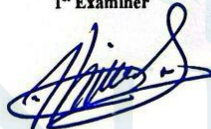
Board Examiner

Supervisor



May Sinta Retnowati, S.H., M.H.
NIY:180649

1st Examiner



Khurun'in Zahro, S.H., M.H.
NIY:190773

2nd Examiner



Mohammad Syifa Urrosyidin, S.E.I., M.Pd.
NIY:1/0011

DECISION OF THE TEAM

The committee of the thesis examination in partial fulfilment of the requirements for the degree of Licentiate in Islamic Education in the Faculty of Sharia, University of Darussalam Gontor, Indonesia, declared that the thesis written by:

Name : Rizqi awwalu miftah


Reg. Number : 422021321123

Title : ANALYSIS OF THE PHENOMENOLOGY OF RICE
ENTREPRENEURS BUSINESS COMPETITION FROM THE PERSPECTIVE OF FIQH
MUAMALAH (STUDY ON UD. DEWI SINTA, MOYUDAN DISTRICT)

Has been examined by the board of examiners of the Bachelor's Degree (S1) on Department of Islamic Economics Law Faculty of Sharia University of Darussalam Gontor on (saturday, 4th of March 2025)

The board of examiners has decided to grant him pass in the thesis examination. Hence, he is eligible to be awarded the degree of Licentiate in Department of Islamic Economics Law in the Faculty of Sharia.

DEAN OF SHARIA FACULTY

Dean Faculty of Sharia,

Assoc. Prof. Dr. Zham Kamaluddin, Lc., M.Hum.
NIY:960125

DEDICATION

I dedicate this indescribable thesis to them for their most support in finishing this undergraduate thesis:

Allah Almighty, the creator of the universe, and the earth, the most merciful and blessings.

The prophet Muhammad Peace be Upon Him. Who has brought us from the blind of darkness to the bright of the lightness.

My beloved Mother Istriyaningsih and My beloved Father Muhammad Rifqi, who has never tired supported me and prayed for my success.

My beloved Brother and sister Ulil Abror, Ahsan Mubarak, Laila surfa kamilah, Zada vionela, and Najwa kamilah. always support and pray for me.

My beloved family, all uncles, aunties, cousins, nephews, and nieces.



MOTTO

خُذْ مِنْ أَمْوَالِهِمْ صَدَقَةً تُطَهِّرُهُمْ وَتُزَكِّيهِمْ بِهَا وَصَلِّ عَلَيْهِمْ إِنَّ صَلَاتَكَ سَكَنٌ لَهُمْ
وَاللَّهُ سَمِيعٌ عَلِيمٌ

Take from their wealth 'O Prophet' charity to purify and bless them, and pray for them surely your prayer is a source of comfort for them. In addition Allah is All-Hearing, All-Knowing.

(QS At-Taubah verse 103)

"Every drop of sweat from my parents is a thousand steps for me to move forward."

(Researcher)

"Whoever goes out to seek knowledge, he will be on the path of Allah until he returns."

(HR Tirmidzi)

UNIDA
GONTOR
UNIVERSITAS DARUSSALAM GONTOR

ACKNOWLEDGMENT

Praise Allah, the creator of the earth and the universe, and the merciful and blessings. *Shalawat* and *Salam* are upon Prophet Muhammad Saw., who has brought lightness to the entire world.

Only Allah's kindness and guidance allowed the writer to complete this thesis. Recognizing his inability to complete this thesis, the writer felt compelled to convey his gratitude for all necessary directions, advice, and aid. On this occasion, the researcher should express his heartfelt appreciation for the following:

1. The President of Darussalam Gontor Modern Islamic Institution; Prof. Dr. KH. Amal Fathullah Zarkasyi, M.A., K.H. Hasan Abdullah Sahal, Drs. K.H. Akrim Mariyat, Dipl.A. Ed, permitted the researcher to study at the University of Darussalam Gontor.
2. The rector of the University of Darussalam Gontor, Prof. Dr. Hamid Fahmy Zarkasyi, M.A., M.Phil., Assoc. Prof. Dr. Abdul Hafidz bin Zaid, M.A., Assoc. Dr. Setiawan bin Lahuri, M.A., and Assoc.prof. Dr. Khoirul Umam, M.Ec.
3. Honorable Supervisor and the Dean of the Faculty of Sharia, Dr. Imam Kamaaluddin, Lc., M. Hum. for his valuable advice and recommendations while preparing my thesis.
4. Honorable the Head of the Islamic Economics Laws department, Muhammad Abdul Aziz, S.H.I., M. Si and the Supervisor of Thesis, May Shinta Retnowati, S.H., M.H. All of the University of Darussalam Gontor lecturers taught me throughout my time at the institute.
5. For my role model, my father Muhammad Rifqi, he did not have a bachelor's degree but he educated the author, gave endless encouragement, gave love, prayers and motivation with full sincerity for me as well as endless energy so that the author could complete his studies until the bachelor's degree thank you for everything that has been given papa I will never be able to repay all the time, father is the strongest

reason for me to complete this thesis, father's happiness and pride are the main goals in my life.

6. My heavenly door, Mrs. Irma Yuni Istrianingsih, my beloved mother, thank you as much as I can give to her who always prays for my every step to always be enthusiastic and provides forms of help and advice that are always given must our thoughts are not in line, thank you for your patience and greatness in facing stubborn writers. mother becomes the most powerful strengthener and reminder, thank you for being my place to go home, hopefully this is the first step of rizqi to continue to make my father and mother proud.

7. Furthermore, thank you to all who supported me, and my Islamic Economics Law 2021 Friends.

May Allah repay them proportionately and bless them, and might even this simple thesis be valuable to the readers, especially the researcher.

Researcher

Rizqi Awwalu Miftah



TABLE OF CONTENTS

ABSTRAK	iv
ABSTRACT	v
.....	vi
.....	vii
DEDICATION	viii
MOTTO	xi
ACKNOWLEDGMENT	xii
TABLE OF CONTENTS	xiv
CHAPTER I	1
INTRODUCTION	1
1.1 Background of Research	1
1.2 Formulation of the problem	6
1.3 Literature review	6
1.4 Benefits of research.....	6
1.4.1 Theoretical Benefits	6
1.4.2 Practical Benefits	6
1.5 Literatur review	7
1.6 Research methods.....	10
1.6.1 Types of research.....	10
1.6.2 Research location	11
1.6.3 Data source	11
1.6.4 Data collection technique	12
1.6.5 Data Analysis Techniques.....	14
1.6.6 Validity of the Data	15
1.6.7 Research stages.....	16
1.7 Systematic discussion	16
CHAPTER II	18
BUSSINESS COMPETITION ON FIQH MUAMALAH.....	18
2.1 BUSINESS COMPETITION THEORY.....	18
2.1.1 Business Competition.....	Error! Bookmark not defined.
2.1.1.1 Understanding business competition.....	18
2.1.1.2 Legal Basis for Business Competition	19
2.1.1.3 Types of Business Competition	19

2.1.1.4	Things that are competed in business competition	20
2.1.1.5	Objects that are competed in business	21
2.1.2	Business Competition Strategy	24
2.1.2.1	Definition of Strategy	24
2.1.2.2	The role of strategy	26
2.2.3	Business Competition in Muamalah Fiqh	26
2.2.3.1	Definition of business competition in fiqh muamalah	26
2.2.3.2	Competition is recommended in Muamalah Fiqh	28
2.2.3.3	Prohibited competition in fiqh muamalah	30
2.2.3.4	Strategy in muamalah fiqh	33
CHAPTER III	36
RESULT AND DISCUSSION	36
3.1	Overview of UD. Dewi Sinta	36
3.2	History of UD. Dewi Sinta	37
3.3	Data Presentation from the object	37
3.3.1	Competition practiced by the UD. Dewi Sinta	39
3.3.1.1	Product competition	39
3.3.1.2	Price competition	40
3.3.1.3	Service competition	44
3.3.1.4	Competition marketing strategy	46
3.4	Discussion of Findings	49
3.4.1	Competition practiced by the UD. Dewi Sinta on Fiqh Muamalah	50
3.4.1.1	Product Competition	50
3.4.1.2	Price Competition	51
3.4.1.3	Service competition	54
3.4.1.4	Competition marketing strategy	55
CHAPTER IV	59
CLOSING	59
4.1	Conclusion	59
4.2	Suggestion	62
BIBLIOGRAPHY	63
APPENDIX GENERAL QUESTIONS AND PHOTO DOCUMENTATION	70