

CHAPTER I

INTRODUCTION

1.1 Background of Research

In the globalized world, the economy is a very important element of human life for meeting needs such as food, clothing, and shelter. In fact, every field of life has several economic sectors, such as agriculture, trade, industry, and many others. Therefore, the economic aspect is the lifeblood of every human being and cannot be separated from each other, even the level of the economy can be a benchmark for measuring the level of performance of each human being.¹ This can be seen from the efforts of people who work hard to fulfill their living needs and achieve a more decent life in terms of production, consumption, and distribution, as well as other things.

The economy is a need that must be met by humans to survive to meet these needs. People carry out various types of businesses in both the formal and informal business sectors. Formal business units are business units registered with government agencies with permits from authorized agencies, whereas the informal business sector is a business sector that is not approved by authorized authorities and is not registered with any government agency. The dynamics of the economy are more pronounced in the informal economic sector.² The goal of the economy is to obtain profit in use, which is broader, it can also refer to a certain sector market, which means that, with regard to use as much as possible, all activities, such as providing goods and services, are performed by the public.³ especially in the food industry such as rice.

¹ Agus Hendrik Kurniawan, "Persaingan Usaha Pedagang Sembako Perspektif Etika Bisnis Islam (Studi Kasus Pada Pasar Tradisional Pagesangan Kecamatan Jambangan, Surabaya)," *Digital Library UIN Sunan Ampel Surabaya*, 2021, p.5.

² M. Dzul Fadli S., "Penerapan Etika Bisnis Islam Pada Pedagang Warung Tradisional Dalam Mempertahankan Keberlanjutan Usaha Di Tengah Maraknya Retail Modern Di Kota Makassar," *Tesis*, 2022, p. 1.

³Sigit Indrawijaya and Dahmiri., *Pengantar Bisnis Penulis*, 2017, file:///C:/Users/User/Documents/22. BUKU Pengantar Bisnis Dr Dahmiri & Sigit Indrawijaya.pdf.

Currently, rice products in relatively large quantities are provided to meet the needs of the community, and commercial competition is very tight, which will help producers develop the right competitive strategy to face the competitive situation. It is also important to have an attractive and affordable price for consumers. Price is very important in competitive strategies and must always be considered in the context of competitive strategies from the perspective of fiqh muamalah. Price is the only factor that drives sales and profits of the company. Price is also a unit of measurement that includes other goods and services exchanged to provide ownership of a good or service to customers. Currently, competition is very tight so that producers must adjust prices so that the products they sell well and are popular with the surrounding community. Because if a product is too expensive, people may hesitate to buy it.⁴

This research will be shown at UD. This research discusses the competition practiced by UD in Dewi Sinta, which is located on Summersari Street, Moyudan District, Sleman Regency. After the COVID-19 pandemic, there was a significant drop in revenue, making it difficult for the company to compete in the market. UD. Dewi Sinta and strategies in facing business competition according to the perspective of fiqh muamalah. Research on competitive practices and competitive strategies may have a unique position depending on the method, focus, and research findings. This research position will be reflected in the way it investigates and analyzes certain aspects related to UD. Dewi Sinta, such as the business competition practices and strategies practiced by UD. Dewi Sinta.

The results of the interviews revealed that the price of rice fluctuated; the lowest price of rice occurred from February to May 2024, which was due to the main harvest. The competition between rice business entrepreneurs has given rise to various interesting phenomena. This proves that the large number of economic actors in the trade sector causes increased competition and unavoidable consequences in the business world.

⁴ Wildatus Sholeha, "Analysis of Rice Sales Competition in Sukowono District, Jember Regency" (2019).

With the existence of business competition in this modern era, rapid economic development, and increasing business competition, the business world is becoming more complex, which is very important for all rice business actors to be able to build and maintain their business, improve the business itself, and maintain the continuity of their business. In this case, business actors need to be more concerned about working on competitive strategies so that their businesses continue to grow, generate profits and increase business value, which continues to increase over time.⁵

The current phenomenon is caused by rice entrepreneurs who buy rice fields at high prices, so that other small-scale rice entrepreneurs are unable to compete. Because, these small-scale rice entrepreneurs do not have much capital, many small-scale rice entrepreneurs are starting to close down and cooperate with other companies because they are losing in competition with other rice entrepreneurs, where many large entrepreneurs engage in unhealthy business competition. Because they cause unhealthy commercial competition or harm the public interest, many entrepreneurs still ignore the principles of sharia in running their business to achieve personal gain by justifying various means.⁶

This is due to the lack of awareness of sharia principles among the general public, especially businessmen. It is clear that all false activities are prohibited in Islam as Allah says on QS. Al-Baqarah: 188 :

وَلَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبُطْلِ وَتُدْخُلُوا بِهَا إِلَى الْحُكَّامِ لِتَأْكُلُوا فَرِيقًا مِّنْ أَمْوَالِ

النَّاسِ بِالْإِثْمِ وَأَنْتُمْ تَعْلَمُونَ ١٨٨

"Do not consume your property among yourselves by wrongdoing, nor bring it to the judges with the intention that you may consume some of the property of others sinfully, while you know." (QS. Al-Baqarah: 188)

⁵ Indrajaya Brian, Analisis Persaingan Usaha Pedagang Sembako Di Pasar Kliwon Karang Lewas, Banyumas Perspektif Etika Bisnis Islam, 2019.

⁶ "Buntut Dugaan Monopoli PT. Wilmar, Ombudsman RI Desak Pemerintah Revitalisasi Penggilingan Padi," 2023, <https://ombudsman.go.id/artikel/r/buntut-dugaan-monopoli-pt-wilmar--ombudsman-ri-desak-pemerintah-revitalisasi-penggilingan-padi->.

In response, fiqh mualamah is the process of influencing humans to carry out all their activities, which is based on fiqh muamalah by using a certain technological system, and Islam has also regulated all human activities, including in conducting muamalah in this case, it is necessary to create a good atmosphere for running a business, an atmosphere of mutual assistance, mutual need, and complementary deficiencies. There is a close relationship between business and muamalah fiqh, these two things cannot be separated because they complement each other. In muamalah fiqh, as entrepreneurs must follow rules that are not only profit- oriented but also prioritize sharia principles such as the prohibition of *ikhtikar* (hoarding of goods to increase unnatural goods), *tadlis* (fraud in the quality or quantity of goods), and *gharar* (uncertainty in transactions) become the main reference in assessing business competition with sharia principles. Economic actors must practice Fiqh Muammalah taught by the Prophet Muhammad when conducting trade by practicing very noble traits, namely, *Siddiq, Amanah, Fatanah* and *Tablik*. Fiqh muamalah also highly upholds the spirit of mutual trust, honesty, doing truth and justice. This has been explained in the word of Allah, which reads:⁷

إِنَّ اللَّهَ يَأْمُرُ بِالْعَدْلِ وَالْإِحْسَنِ وَإِيتَايَ ذِي الْقُرْبَىٰ وَيَنْهَىٰ عَنِ الْفَحْشَاءِ وَالْمُنْكَرِ
وَالْبَغْيِ يَعِظُكُمْ لَعَلَّكُمْ تَذَكَّرُونَ ٩٠

"Indeed, Allah commands to act fairly, do good deeds, and provide assistance to relatives. He (also) forbids evil, evil and hostility. He taught you a lesson so that you will always remember." (QS. An-nahl:90).

Therefore, running a business, of course, cannot be separated from the provisions of the teachings of the Prophet Muhammad SAW an entrepreneur must be required to understand the teachings of business in Islam and practice them. By implementing the teachings of the Prophet Muhammad SAW in business, the life of every human being leads to

⁷ Kurniawan, "Persaingan Usaha Pedagang Sembako Perspektif Etika Bisnis Islam (Studi Kasus Pada Pasar Tradisional Pagesangan Kecamatan Jambangan, Surabaya)."p 5.

achieving happiness in the world by obtaining material benefits and happiness by achieving the pleasure of Allah SWT.⁸

Assessing the development of the rice industry is worth considering, that the price of rice tends to fluctuate, and the price of rice can also decrease, on the basis of an interview with the director of UD. Dewi Sinta noted that among rice entrepreneurs, there is fierce business competition, and the most prominent competition is in terms of price. Rice prices often fluctuate, sometimes, the price of medium rice is IDR 10,000, then it increases to IDR 11,500 and then decreases again to IDR 10,500. In particular, at this time, many farmers are not planting rice anymore. They have planted chili peppers, corn and shallots due to changes in weather and the hoarding of rice by rice entrepreneurs. This allows the selling price of rice to rise again. In addition to the fluctuating prices, I find that prices differ from those of other rice entrepreneurs.⁹

This is very prone to unhealthy business competition carried out by large rice entrepreneurs, who have more capital, especially in terms of financial capital, milling tools, and human resources, by hoarding rice, which results in competition against rice entrepreneurs. This competition is suspected to be caused by the low literacy of entrepreneurs who commit fraudulent actions in business competition, which is unacceptable from an Islamic perspective.

On the basis of the above findings, the author is interested in conducting this research with the aim of understanding, identifying and analyzing compliance in competition between rice entrepreneurs. Thus, the author aims to conduct a study titled **“ANALYSIS OF THE PHENOMENOLOGY OF RICE ENTREPRENEURS' BUSINESS COMPETITION IN THE PERSPECTIVE OF FIQH MUAMALAH (CASE STUDY OF UD. DEWI SINTA, MOYUDAN DISTRICT)”**.

⁸ Sri Handayani and Asep Ramdan Hidayat, “Tinjauan Fiqh Muamalah Dan Perilaku Konsumen Dalam Islam Terhadap Transaksi Jual Beli Rumah Dengan Sistem Borongan,” *Jurnal Riset Ekonomi Syariah*, 2022, hal.61., <https://doi.org/10.29313/jres.v2i1.807>.

⁹ Irma Yuni Istrianingsih, “UD. DEWI SINTA” (sleman, 2024).

1.2 Formulation of the problem

Based on the background of the problem described above, the problem formulation proposed in this study is:

1.2.1 How business competition is carried out by UD. Dewi Sinta?

1.2.2 How business competition practices are carried out by UD. Dewi Sinta from the perspective of fiqh muamalah?

1.3 Research purposes

This research has aims and objectives based on the above foundation, so there are several things that the author wants to achieve, namely:

1.3.1 To analyze the practicality of the competition practiced by UD. Dewi Sinta.

1.3.2 To analyze the practicality of the competition practiced by UD. Dewi Sinta from the perspective of fiqh muamalah.

1.4 Benefits of research

1.4.1 Theoretical Benefits

- a. It is hoped that this research can serve as a reference and study material for students in discussions.
- b. It is hoped that this research can serve as an additional reference for further research on competitive strategies.
- c. It is hoped can become a benchmark for the suitability of rice entrepreneurs' competitive practices.

1.4.2 Practical Benefits

- a. It is hoped that this research can become a reference for rice entrepreneurs in carrying out competitive practices between other entrepreneurs.
- b. It is hoped that this research can be a reference for other entrepreneurs in implementing their business strategy practices on the basis of fiqh muamalah.

1.5 Literatur review

In the research that the researcher will conduct, the researcher has collected several discussions related to similar research so that it is easier for the researcher to find research variables, and aims to obtain a picture that is in accordance with the problem topic that will be studied from previous research or interrelationships, so that there is no repetition of previous research that is almost the same as the research that the researcher will study.

Wildatus Soleha (2021) researched "Analisis pesaingan penjualan beras di Kecamatan Sukowono Kabupaten Jember". This study aims to determine the market structure in Sukowono District, Jember Regency, to determine the rice sales competition model in Sukowono District, Jember Regency, and to determine the implications of the rice sales competition model for rice prices in the district. This researcher's method uses a qualitative research approach with a descriptive research type. The results of their research included the market structure of rice sales in Sukowono District, which is similar to the structure of the rice sales market. This study assumes a monopoly market structure because each shop only sells rice, and the owner runs his own shop without interference from others. In addition, the price of rice can fluctuate depending on the income of farmers' rice competitive rice sales model in Sukowono District. In the competitive model, we always prioritize the price of rice that we offer to buyers to compete with other shops. In addition, what is more important is to always provide excellent service so that your business continues to grow and be known to the public.¹⁰ The similarity of this study is that the author also studies the analysis of rice sales competition. The difference is that the researcher focuses more on analyzing rice business competition in the review according to Fiqh Muamalah.

Nasruddin (2023) researched "Tinjauan etika bisnis islam terhadap pesaingan usaha pedagang buah". This study aims to review Islamic

¹⁰ Sholeha,wildatu, "Analisis Pesaingan Penjualan Beras Di Kecamatan Sukowono Kabupaten Jember."(2021).

business ethics concerning the business competition of fruit sellers in the Pangkajene Sidrap Central Market. This research method uses a qualitative research type whose data are obtained from field observations, interviews and documentation. Moreover, the results of the study to determine the elements of business competition carried out by fruit sellers in the Pangkajene Sidrap central market facing business competition include, the following: the competing parties in this study are fruit sellers, the competitive methods they use are competitive healthily and do not bring down fellow fruit sellers, and the products being competed are fruits. The impact of business competition that occurs among fruit sellers in the Pangkajene Sidrap central market includes negative impacts, namely, the lack of consumers and decreasing income and difficulty in obtaining consumers for new sellers, and a review of Islamic business ethics on business competition among fruit sellers in the Pangkajene Sidrap central market.¹¹ The similarity of this study is that the author also researched the analysis of business competition between entrepreneurs. The difference is that this researcher focuses more on analyzing business competition between rice entrepreneurs in terms of Muamalah fiqh.

Ervin Triani (2022) conducted a study on "Analisis pesaingan usaha pedagang sembako terhadap pendapatan di pasar semarang baru Kecamatan pasir sakti di tinjau dari perspektif etika bisnis islam". The study aims to determine the form of business competition carried out by Galery Asry and Lias Shop and the analysis of Islamic jurisprudence on business competition carried out by Galery Asry and Lias Shop. The method used in this study is a qualitative method. The results of his research show that business competition between grocery sellers includes four aspects, namely, price, service, and place. Among the four aspects, there is unhealthy competition in terms of price, where sellers are still found slashing prices. This results in sellers' income being unstable every month. Of course, this is contrary to Islamic business ethics in their business activities, and the view of Islamic

¹¹ Nasruddin, "Tinjauan Etika Bisnis Islam Terhadap Pesaingan Usaha Pedagang Buah" 4, no. 1 (2023).

business ethics on business competition between grocery sellers in the Semarang Baru Market includes four principles, namely, the principles of monotheism, balance, free will, and responsibility.¹² The similarity of this research business competition. Meanwhile, this research is that the author also studies business competition. Moreover, this research is more focused on analyzing the business competition of rice entrepreneurs in a review according to Muamalah fiqh.

Renita Sari Nur Afroh (2023) researched "Analisis persaingan bisnis pedagang buah di pasar sempolan Kecamatan silo dalam prespektif bisnis islam". This study aims to determine the business competition of fruit sellers in Sempolan Market, Silo District and to determine what forms of business competition are carried out by fruit sellers in Sempolan Market from the perspective of Islamic business ethics. The method used in this study is qualitative. The results of this research suggest that the business competition of fruit sellers in the Sempolan Market in Islamic business ethics mostly implements the principles of Islamic business ethics, but there are still sellers who do not implement them in accordance with the principles of Islamic business ethics, and there are 4 forms of competition that occur with fruit sellers in the Sempolan Market, namely, product competition, price, service, and place.¹³ The similarity of this study is that the author also researches business competition, while this study focuses more on analyzing competition between rice entrepreneurs from the perspective of fiqh muamalah.

Siti Hofifah (2020) researched "Analisis persaingan usaha pedagang musiman di Ngebel Ponorogo di tinjau dari prespektif etika bisnis islam" the study aims, among others, to determine the competition of seasonal sellers in the Ngebel Ponorogo area and to determine the perspective of Islamic business ethics on the behavior of seasonal sellers in the area, the method used in this study is a qualitative method. The results of this study

¹² Ervin Triani, "Analisis Pesaingan Pesaingan Usaha Pedagang Sembako Terhadap Pendapatan Di Pasar Semarang Baru Kecamatan Pasir Sakti Di Tinjau Dari Prespektif Etika Bisnis Islam," 2022.

¹³ renita sari nur Afroh, "Analisis Pesaingan Bisnis Pedagang Buah Di Pasar Sempolan Kecamatan Silo Dalam Prespektif Bisnis Islam," no. September (2023): p. 7.

can be concluded that some sellers do not use Islamic business ethics because of the high competition and also for the purpose of obtaining as much profit as possible for their economic needs.¹⁴ The similarity of this research is that the author also researches business competition. Meanwhile, this researcher focuses more on analyzing the business competition of rice entrepreneurs in a review according to muamalah fiqh.

The significance and uniqueness of this research lies in the phenomenon of business competition, where sellers compete to make their products better and promotions better to obtain profits. Sellers were chosen as research subjects because they are engaging in business competition. This research is different from previous studies, because it focuses only on the topic of business in the fiqh muamalah review.

1.6 Research methods

1.6.1 Types of research

This qualitative research, aims to explain a phenomenon or event. This is in accordance with the definition of qualitative research, namely, research that produces descriptive data in the form of words or spoken words from people and from observable behavior,¹⁵ the research pattern that the author uses is a qualitative pattern, namely, observing subjects in their living environment, interacting with them, and trying to understand their implementation practices. The reason for using a qualitative approach is that the problems being studied are complex, dynamic, and have deep meanings so that they cannot be measured quantitatively via instruments such as interviews. This study also aims to find patterns, on theories fiqh muamalah on phenomenology approach.

The type of research used is descriptive. Descriptive research is a type of research that provides a picture or description of a situation as clearly

¹⁴ Siti Hofifah, "Analisis Persaingan Usaha Pedagang Musiman Di Ngebel Ponorogo Ditinjau Dari Perspektif Etika Bisnis Islam," *Syarikat: Jurnal Rumpun Ekonomi Syariah* 3, no. 2 (2020), [https://doi.org/10.25299/syarikat.2020.vol3\(2\).6469](https://doi.org/10.25299/syarikat.2020.vol3(2).6469).

¹⁵ Lexy J. Moelong, *Metode Penelitian Kualitatif*, (Bandung: PT Sigma 1996), p. 4

as possible without any treatment of the object being studied.¹⁶ This research also includes field research, which is research where data collection is carried out in the field, such as in the community environment, and field practice. Qualitative descriptive research methods are used to explain and identify symptoms or events that are occurring so that researchers can understand how rice business competition is carried out in accordance with the guidelines of fiqh muamalah.

1.6.2 Research location

The research location is at UD. Dewi Sinta on Jln Summersari, Moyudan District, Sleman Regency. The reason for choosing the location at UD. Dewi Sinta is because in Moyudan District there are many UD rice entrepreneurs. Dewi Sinta is one of them. The more rice entrepreneurs there are, the greater the degree of competition that occurs.¹⁷

1.6.3 Data source

The data sources used in this research are as follows:

1.6.3.1 Primary Data

The primary sources are 2 data points obtained directly from the research subjects, with data about the topic used directly as a source of information. The data sources for this research are information and data obtained from the "rice entrepreneurs" related to "rice entrepreneur competition in Moyudan District". Data collection techniques can be in the form of interviews, observations, or the use of measurement instruments specifically designed according to the author's objectives.

1.6.3.2 Secondary Data

The secondary sources are data obtained from sources that are not directly involved in data collection: journals, theses, books, and other

¹⁶ Ronny Kountoro, *Metode Penelitian untuk Penulisan Skripsi dan Tesis*, (Jakarta: PT PPM, 2004), p. 105.

¹⁷ "UD. Dewi Sinta," n.d., https://maps.app.goo.gl/BeietWRsjnL6rULP9?g_st=iw.

references that are closely related to this research, both through print media and electronic media.¹⁸

1.6.4 Data collection technique

To obtain the data needed for the research, the author used the following data collection techniques:

1.6.4.1 Observation

Observation is a data collection technique that is carried out through an observation, accompanied by notes on the condition or behavior of the target object.¹⁹ According to Nana Sudjana, observation is the systematic observation and recording of the symptoms being studied.²⁰

Moreover, according to Sutrisno Hadi, the observation method is interpreted as observation, with systematic recording of the phenomena being investigated. Observation is a method of data collection where researchers or their collaborators record information as they witness it during the research.²¹ According to the definition above, the observation method can be interpreted as a way of collecting data through direct observation of situations or events in the field. This observation was used to determine all forms of competitive practices of UD. Dewi Sinta rice entrepreneurs.

1.6.4.2 Interview

An interview is a process of meeting two or more people to exchange information or ideas through questions and answers, which results in the disconstruction of meaning on a particular topic.²² An interview is a data collection technique through a one-way oral question and answer process,

¹⁸ Sugiyono, *Memahami Penelitian Kualitatif*, (Bandung: Alfabeta, 2012), p. 62.

¹⁹ Abdurrahman Fatoni, *Metodologi Penelitian dan Teknik Penyusunan Skripsi* (Jakarta: Rineka Cipta, 2011), p. 104

²⁰ Nana Sudjana, *Penelitian dan Penilaian* (Bandung: Sinar Baru, 1989), p. 84

²¹ Gulo, *Metodologi Penelitian* (Jakarta: Grasindo cet. 1, 2002), p. 116.

²² Sugiyono, *Metode Penelitian Kuantitatif Kualitatif dan R&D*, (Bandung: Alfabeta, 2011) p. 11.

meaning that the questions come from the interviewer and the answers are given by the interviewee.²³

In the process of collecting data in this study, a structured interview method was used. Structured interviews are questions that direct answers to the pattern of questions presented.²⁴ Therefore author has prepared complete and detailed questions regarding the practice of competition between rice entrepreneurs and the director of UD. Dewi Sinta, consumers, farmers, several rice entrepreneurs. This method is used to obtain information about the practice of rice business competition that occurs in the Moyudan subdistrict.

1.6.4.3 Documentation

This method can be interpreted as a way of collecting data by utilizing data in the form of books, and notes (documents), as explained by Sanapiah Faesal, as follows: the documentary method, involves the source of information being written or recorded materials. In this method, the author only needs to absorb relevant written materials on sheets that have been prepared for them as appropriate.²⁵ From the explanation above, it can be concluded that documentation is a data collection technique that involves studying records regarding the personal data of respondents or the objects concerned.

This technique is used to obtain data related to business competition practices that have been carried out by entrepreneurs in the Moyudan subdistrict, namely, photos of activities during the research, and related documents from observations and interviews.

²³ Abdurrahman Fatoni, *Metodologi Penelitian dan Teknik Penyusunan Skripsi* (Jakarta: Rineka Cipta, 2011) p. 105.

²⁴ Gulo, *Metodologi Penelitian* (Jakarta: Grasindo, cet.1, 2002), p. 120.

²⁵ Sanafiah Faesal, *Dasar dan Teknik Penelitian Keilmuan Sosial* (Surabaya: Usaha Nasional, 2002). p.42-43.

1.6.5 Data Analysis Techniques

The analysis technique used in the study is qualitative analysis. Data analysis is an analysis of data that have been successfully collected by researchers through certain methodological devices. Data analysis in qualitative research is carried out during data collection, and after data collection is completed within a certain period. At the time of the interview, the researcher analyzed the answers of the interviewees. If the answers of the interviewees after being analyzed are not satisfactory, the researcher will continue the questions again, until a certain stage, at which point data are obtained that are considered credible. Qualitative data analysis, is carried out interactively and continues continuously until complete, so that the data are saturated.

The four stages that are interrelated in qualitative research are as follows:

1.6.5.1 Data collection

Data collection is an important step in qualitative research that is carried out via various methods, such as observation, interviews, and documentation. This process involves researchers traveling directly to the field to obtain direct data.

1.6.5.2 Data reduction.

The main points that are in accordance with the focus of the research are selected. Data reduction is a form of analysis that classifies, directs, removes unnecessary and organizes data that have been reduced to provide a sharper picture of the results of observations and makes it easier for researchers to find them when needed.

1.6.5.3 Data Presentation (Data Display).

Data presentation is a collection of structured information that allows conclusions to be drawn and action to be taken. Researchers systematically group data, so that it is easier to understand the interactions

between their parts in a complete context. By displaying data, it will be easier to understand what is happening, and plan further work on the basis of what has been understood.

1.6.5.4 Conclusions and Verification.

In this stage, the researcher formulates and raises it as a new finding in the research, and then continues by repeatedly reviewing the existing data. The data obtained in the field are quite large, so they need to be recorded carefully and in detail through data reduction. Reduction means summarizing, choosing the main things, focusing on important things, and looking for themes and patterns. After the data are reduced, the next step is to display the data (data presentation) so that the data are organized, and arranged in a relationship pattern so that it becomes easier to understand, after which conclusions are drawn.²⁶

1.6.6 Validity of the Data

The data validity test in this study was carried out via the Triangulation approach. Data triangulation is a way to ensure the truth and authenticity of data by verifying them from several sources and times:

1.6.6.1 Source triangulation

The credibility of the data is tested by checking data obtained through sources such as interviews and observations.

1.6.6.2 Time triangulation

Data checked periodically via interviews, observations, and other approaches at different times or situations to ensure data certainty.²⁷ This study uses data checking, which is performed by triangulating sources and time.

²⁶ Hardani, metode penelitian kualitatif & kuantitatif (*Yogyakarta: CV. Pustaka Ilmu Grup Yogyakarta*), p.160.

²⁷ Sugiono, metode penelitian kualitatif, *kualitatif dan R&D* (Bandung: Alfabeta, 2010), p. 373.

1.6.7 Research stages

The first stage, which must be performed before conducting research, involves finding rice entrepreneurs to be used as research objects. On the basis of existing phenomena, the researcher determines the title of the analysis of rice business competition from the perspective of fiqh muamalah. The stages in qualitative research follow the following steps:

1.6.7.1 Pre-research

The initial stage is the preparation of the design, selecting the field, taking care of permits, assessing the situation, choosing to use informants, preparing instruments, and addressing issues of the fiqh muamalah in the research.

1.6.7.2 Implementation of research

The section begins with understanding to enter the final field of data collection.

1.6.7.3 Data Management

At this stage, the data obtained are not perfect, and there must still be a stage of refinement therefore, it is necessary to group data regarding data reduction, data display, data analysis, conclusions and verification, increasing the validity of the data so that it becomes a better narrative result.²⁸

1.7 Systematic discussion

The systematic discussion consists of the flow of the thesis research, which consists of the introduction to the conclusion. In terms of systematics, the following is discussed in this study:

²⁸ Asep suryana, tahap tahapan penelitian kualitatif (Universitas Pendidikan Indonesia, 2007), p.9.

The first chapter of the introduction explains the background of the study, problem formulation, research objectives, benefits of the research, and systematic discussion.

The second chapter of the literature review or previous research is relevant to the same or similar problems as the current research is being studied, and theoretical studies are used as references in the research as follows: business competition, business competition strategy, and business competition in muamalah fiqh.

The third chapter explains the research approach and type, location, subjects, data collection techniques, data analysis, data validity, and research stages.

The data presented in the fourth chapter consisted of a description of the research object, data presentation and discussion of the findings.

The fifth chapter includes conclusions and suggestions. With this kind of systematic discussion, the thesis will be well structured and easy for the reader to understand.

