

ABSTARCT

Primadhany, Erry Fitrya, 2012. *Islamic Law Overview To The Discount System (Case Study in Shops Of Pasar Baru Palangkaraya)*. Minor Thesis. Major Of Business Law Syari'ah. State Islamic University Maulana Malik Ibrahim Malang. Supervisor: Dr. Fakhruddin M.H.I.

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The concept of buying and selling in Islam is the sale and purchase that brings the advantages and benefits to the subject based on divinity, ethics, humanity, and balance. Advantages of the seller what they obtained from the quantity of goods sales. There are many ways to influence the buyers to buying the goods. One of them is using a discount promotion in the marketing system. There are times when the buyers have reference price realized that the goods with discounted, the initial price has increased in advance and those goods has poor quality.

Researches conducted this study with the aim to find out how the discount system performed by shops of Pasar Baru Palangkaraya and how Islamic legal review the discount system in shops of Pasar Baru Palangkaraya

To achieve these objectives, research used a qualitative approach and type of field research. While the data collected in the form of primary and secondary data was done by using observation, interviews, an documentation and data edited, checked and arranged carefully and n such away then analyzed by qualitative descriptive.

These results indicate that the discount system applicable to the shops of Pasar Baru Palangkaraya include: the purchase of goods on large quantities, performed at certain times such as when holiday will arrived, provided on the goods are being “trend” among buyers and given on the old stock of goods. Islamic law overview to the discount law in the stores of Pasar Baru Palangkaraya are devided into two: it is allowed because the pillars and the conditions for the sales and purchase agreement have been fulfilled. It found in the Setiawan and Any Shops. It is forbidden because there is a requirement in the agreement could not be fulfilled and the presence in the prohibited elements in the sale and purchase that is *tadlis* and *najasy*. It is found in the discount in Yenie Shop. The Yenie Shop not check the quality of the goods which sold by the discount system. So there is flawed goods is sold to buyer, more ever the price of goods before charged by discount have been raised following the market price of goods subjected by discount actually is a normal price.