

THE EXISTENCE OF ALFAMART AND INDOMARET: THE IMPACT ON THE SUSTAINABILITY OF SMALL TRADERS IN THE INDONESIA-MALAYSIA BORDER REGION

Sri Deti

Fakultas Ekonomi dan Bisnis Islam, Institut Agama Islam Sultan Muhammad
Syafiuddin Sambas

Corespondensi author: e-mail: srideti560@gmail.com

Abdul Rizal

Fakultas Ekonomi dan Bisnis Islam, Institut Agama Islam Sultan Muhammad
Syafiuddin Sambas

e-mail: abdulrizalsambas@gmail.com

ABSTRACT

The presence of Indomaret in Galing Village, Galing District in 2016 and followed by Alfamart in 2018 raised public concerns, especially small traders, that the presence of the two modern stores would threaten the business continuity of small traders. This study uses a descriptive qualitative approach, with the data sources used are small traders in Galing Village whose store locations are adjacent to Alfamart and Indomaret. Data collection techniques using observation, interviews, and documentation. The results showed that from four aspects such as capital, human resources, production and marketing carried out by small traders in Galing Village, they were far below the capabilities possessed by Alfamart and Indomaret, however, although affected by the presence of Alfamart and Indomaret, the businesses run by the small traders do not necessarily close. These businesses can still run because they already have their customers. Not everyone in rural areas likes to shop at minimarkets and not all the things people need are in modern stores. Then in terms of business competition between small traders in Galing Village with Alfamart and Indomaret, it is following a business competition in Islam, namely from the side of the competing parties, the way of competing and the object being competed does not violate Islamic law.

Keywords: Alfamart; Indomaret; Small Traders; Indonesia-Malaysia Border

ABSTRAK

Hadirnya Indomaret di Desa Galing Kecamatan Galing pada tahun 2016 dan disusul oleh Alfamart tahun 2018 menimbulkan kekhawatiran masyarakat khususnya para pedagang kecil, bahwa kehadiran kedua toko modern tersebut akan mengancam keberlangsungan usaha para pedagang kecil. Penelitian ini menggunakan pendekatan kualitatif deskriptif, dengan sumber data yang digunakan adalah para pedagang kecil di Desa Galing yang lokasi tokonya

berdekatan dengan Alfamart dan Indomaret. Teknik pengumpulan data menggunakan observasi, wawancara dan dokumentasi. Hasil penelitian menunjukkan bahwa dari empat aspek seperti permodalan, sumberdaya manusia, produksi dan pemasaran yang dilakukan oleh pedagang kecil di Desa Galing jauh di bawah kemampuan yang dimiliki oleh Alfamart dan Indomaret, namun demikian walaupun terdampak oleh kehadiran Alfamart dan Indomaret, usaha yang dijalankan oleh para pedagang kecil tidak serta merta menjadi tutup. Usaha-usaha tersebut tetap dapat berjalan karena telah memiliki pelanggannya sendiri. Tidak semua orang di daerah pedesaan suka berbelanja di minimarket dan tidak semua barang yang dibutuhkan masyarakat ada di toko modern. Kemudian dari sisi persaingan bisnis antara para pedagang kecil di Desa Galing dengan Alfamart dan Indomaret telah sesuai dengan persaingan usaha dalam Islam, yaitu dari sisi pihak-pihak yang bersaing, cara bersain dan objek yang dipersaingkan tidak ada yang melanggar syariat Islam.

Kata Kunci: Alfamart; Indomaret; Pedagang Kecil; Perbatasan Indonesia-Malaysia

INTRODUCTION

Competition in business activities is in the same breath as the business activity itself. In principle, everyone has the right to sell or buy goods or services "what", "with whom", "how much" and "how" to produce, this is what is called a market economy. Correspondingly, market behavior and structure can sometimes be unpredictable. This causes some small traders or some business actors to lose and even their businesses to die. (Mustafah Kamal Rokan, 2012). However, in the world of trade, Islam has provided clear and detailed rules regarding business competition law and ethics. This is intended to prevent unfair competition. There are at least three elements that need to be observed in discussing business competition according to Islam, namely: the competing parties, the way of competition, and the object of competition. These three things are the most important elements that must get attention related to the issue of business competition from an Islamic perspective. (Nur Diah Fauziah et al, 2019)

By paying attention to law and ethics in business competition, it is hoped that a conducive market can be realized that can prosper the perpetrators. The market has become a very inherent part of people's lives because the market is a place that creates many business fields. Many people depend on the market for their daily work. Therefore, the existence of the market is very important for society and the economy. The market is a mechanism for exchanging products, both goods, and services that is natural and has been going on since early human civilization. Islam places the market in an important position in the economy. (M. Nur Rianto Al Arif, 2015). In the market, there must be buying and selling because of the exchange of goods for goods or money for goods. Buying and selling is an exchange of property based on giving up or transferring property rights with justifiable compensation (Nur Diah Fauziah et al, 2019). Buying and selling in fiqh terms is called *al-bay'* which means selling, replacing, and exchanging something with something else. (Harun, 2017).

Technological advances that are increasing rapidly making changes occur in all fields, including in terms of buying and selling and the place where buying and selling are done, namely the market. Today the market has also developed

into a modern market, such as malls, hyper marts, Indomarts, Alfamarts. Modern markets provide convenience and comfort from transactions and places. According to Harmaizar Zaharuddin, due to advances in technology and management, the market is divided into two parts, namely traditional markets, and modern markets. (Harmaizar Zaharuddin, 2006) Regulations regarding modern shops are regulated in Presidential Regulation (Perpres) No. 112 of 2007 concerning the arrangement and development of traditional markets, shopping centers, and modern shops. The definition of a modern market according to article 1 number 5 of Presidential Regulation 112/2007 is a store with a self-service system, selling various types of goods in retail in the form of minimarkets, supermarkets, department stores, hyper marts and wholesalers in the form of wholesalers (Peraturan Presiden (perpres) No.112 Tahun 2007 Pasal 1 Angka 5).

The modern market entered Indonesia in 1970, at which time the two types of the retail industry, namely the traditional and modern markets, could be said to be complementary and not competitors to each other because it was as if the two markets were working on their markets. Because modern retail entrepreneurs have a target market of middle to upper economies of scale. while the traditional retail medium to lower economies of scale. however, this phenomenon persisted until 1997 where this change occurred when the government opened access to invite foreign investors to enter by allowing ownership of up to 100%. (Yossi Hardian Aditya Purwa, 2018). This encourages the emergence of Supermarkets, Alfamart, and Indomaret in small cities. In Indonesia, there are many modern stores, especially Alfamart and Indomaret, so it cannot be denied that the presence of Alfamart and Indomaret can affect the continuity of small businesses in the vicinity. At least several aspects can be used as benchmarks in seeing the sustainability of a trader's business, namely aspects of capital, human resources, production, and marketing. (Suka Mahendra, 2015).

Along with the passage of time and market needs, Alfamart and Indomaret continue to add outlets in various residential, office, commercial, tourist, and apartment areas. The presence of Alfamart and Indomaret certainly has an impact on small and retail traders. The impact referred to here can be in the form of a positive impact or a negative impact on the sustainability of small traders and retail businesses. There have been many studies that reveal that the existence of Alfamart and Indomaret has an impact on small businesses in the vicinity. The research, as revealed by Haerina (2018) which states that there is a decrease in sales turnover, a decrease in the number of buyers, and an increase in working hours of grocery stalls after the existence of Alfamart and Indomaret. (Ayu Haerina, 2018). Likewise with Fadhillah's research (2011) which states that the existence of modern markets (Hypermarkets, Supermarkets, and Minimarkets) around the Ngaliyan traditional market has a negative impact. Especially the traders whose wares are also provided in modern markets such as daily basic needs, snacks, and bread. (Ani Nur Fadhillah, 2011).

Then Novita's research (2018) stated that the income of retail and wholesale traders in Hessa Air Genting Village before the minimarket was quite stable as seen from the competition between retail and wholesale traders. And after the minimarket, the income of retail and wholesale traders has changed,

namely by decreasing their income turnover. (Cahya Novita, 2018). Similarly, research conducted by Alwiyah (2018) states that the establishment of minimarkets harms grocery stores, due to reduced income earned by these stores. (Sindi Alwiyah, 2018). Meanwhile, Purnomo's research (2017) states that the existence of Alfamart has positive and negative impacts on small shops and the community. The positive impact is that people are easier and more comfortable when shopping, while the negative impact is that small shop traders will increasingly be excluded. (Purnomo, 2017).

This is different from Pratama's research (2018) which shows the results that the existence of Indomaret and Alfamart does not affect the continuity of the retail business in the vicinity. With the results of the different parity tests of the t-test sample, the results obtained have no significant effect with a value of $\text{sig.} > 0.05$, namely 0.309. (Burhana Rizky Pratama, 2018).

Based on these previous studies, it can be seen that the presence of Alfamart and Indomaret harms the sustainability of the surrounding businesses, however, several studies show a positive impact, some of which are not even affected. For this reason, this research was carried out, because in recent years Alfamart and Indomaret have started to appear in Sambas Regency and are spread in every sub-district, one of which is in Galing Village, Galing District. Galing sub-district is a sub-district that is geographically close to the Indonesia-Malaysia border, where the daily shopping needs of the Galing Village community are not only domestic products but also products from neighboring countries. However, the presence of Alfamart and Indomaret initially received a rejection from the Galing Village community, especially from traders. After deliberation between the community and the village, Alfamart and Indomaret finally obtained operational permits in Galing Village, namely in 2016 for Indomart and in 2018 for Alfamart.

Departing from this problem, it is important to investigate how the impact of the existence of modern stores, namely Alfamart and Indomaret, on the sustainability of small traders' businesses in Galing Village, Galing District. In addition, this study will also see how the business competition between Alfamart and Indomaret with small traders in Galing Village is seen from business competition in Islam.

RESEARCH METHODS

This study uses a qualitative approach with descriptive methods. Qualitative research is a type of research whose findings are not obtained through statistical procedures or other forms of calculation. (Boedi Abdullah dan Beni Saebani, 2014). Qualitative is an activity that uses observations at locations where various facts, data, evidence, or things related to research are carried out. Qualitative researchers will go directly to the field to bring up representations obtained from field notes, interviews, talks, photography, recordings, and personal notes.

This research will get the actual information and pictures about the Impact of the Existence of Alfamart and Indomaret on the Business Sustainability of Small Traders in Galing Village, Galing District, Sambas Regency. Where the data collection techniques used are observation, interviews, and documentation.

Meanwhile, for data analysis in this study, three stages must be carried out, including:

1. Data Reduction

The data obtained in the field are quite large. All these data need to be recorded carefully and in detail. The data that has been reduced will provide a clearer picture, making it easier for researchers to conduct further research and look for it if needed.

2. Data Display

After the data is reduced, the next step is to display the data. In qualitative research, data presentation can be done in the form of brief descriptions, charts, relationships between categories, and the like. By displaying data, it will be easier to understand what is happening, plan further work based on what has been understood.

3. Conclusion Drawing/ Verification

The third step in the analysis of qualitative data according to Miles and Huberman is drawing conclusions and verification. The initial conclusions put forward are still temporary and will change if no strong evidence is found to support the next stage of data collection. If the evidence supported is valid and consistent when the researcher returns to the field to collect data, then the conclusions put forward are credible.

DISCUSSION

A. Characteristics of Galing Village

Galing Village is a village located in Galing District, Sambas Regency which has an area of 27.17 km². Galing Village has 2 Hamlets, namely Dusun Semunut and Dusun Seburuan, as well as 2 RT and 8 RW. Galing Village is the administrative center of Galing District which has the third densest population density in Galing District after Tri Gadu Village and Ratu Sepudak Village. The population of Galing Village is 2,810 people with details of 1,363 men and 1,447 women. As the center of sub-district government, Galing Village has quite a lot of infrastructure and economic units compared to other villages in Galing District, this can be seen in the following table:

Table.1. Economic Facilities in Galing. District

No.	Village	Wholesalers	Retail Traders	Restaurant	Bank
1	Ratu Sepudak	-	20	3	-
2	Sungai Palah	-	20	-	-
3	Sagu	-	17	-	-
4	Tempapan Kuala	-	23	-	-
5	Galing	17	65	22	2
6	Tempapan Hulu	-	15	-	-
7	Tri Kembang	-	48	2	-
8	Tri Gadu	-	27	-	-
9	Sijang	-	20	5	-
10	Teluk Pandan	-	27	-	-

Source: Galing District in 2019 Figures

Based on the table, it can be seen that in Galing Village there are 17 units of wholesalers which in this study include Alfamart and Indomaret. Then there are 65 retail traders, 22 restaurants, and 2 banking units. This research was specifically conducted in Semunut Hamlet because the locations of Alfamart and Indomaret are in this hamlet, where the data sources used are small traders around Alfamart and Indomaret, totaling 9 units.

A. The Impact of the Existence of Alfamart and Indomaret on the Sustainability of Small Traders in Galing Village, Galing District

The inclusion of modern shops in rural areas is evidence of progress in the economy in Indonesia. Previously, the existence of modern stores only existed in urban areas. However, with the efforts to develop big businesses, the existence of this modern store has penetrated to remote areas, including in Sambas Regency. However, the presence of modern stores in this study, namely Alfamart and Indomaret, was not immediately accepted by the public, at first Alfamart and Indomaret received a rejected from the community, especially small traders, this was because of the fear of traders that the presence of Alfamart and Indomaret would become a strong competitor. can disrupt the continuity of the business that has been carried out so far. The sustainability of small traders' businesses after the presence of Alfamart and Indomaret in Galing Village in this study was studied by adapting several important aspects of a business. These aspects include:

1. Capital

Based on the results of interviews with small traders in Galing Village, it can be seen that in general small traders around Alfamart and Indomaret stores set up businesses using their capital and do not use capital assistance from other parties such as banks. The average traders start a business on a very small scale and the profits are also relatively small, however, from this small profit they can be used to increase capital, so they can develop their business and can set up a shop. (Wawancara Dengan Asum, 2020). The traders only add inventory items in the store according to the income obtained from the sale of previous goods. In general, the source of capital for small traders is still traditional, which only relies on very limited personal abilities, in contrast to Alfamart and Indomaret, whose sources of capital are more modern and use the concept of franchising.

Capital is the first step for every economic actor to open a business. The size of the capital will affect the sustainability of the business. To set up modern stores such as Alfamart and Indomaret, of course, requires a very large capital and support from the franchisee. This is very different from the source of capital for small traders in Galing Village who only rely on personal abilities and very small amounts of income from ongoing businesses. So, if we look at the capital of small traders in Galing Village, it is certain that the presence of Alfamart and Indomaret will have an impact on the sustainability of small traders' businesses because, in terms of capital, small traders will not be able to compete with Alfamart and Indomaret. This is as the results of research conducted by Raihanah Daulay, (2014) who stated that the number of franchise businesses that grew in the city of Medan was the main factor

causing unbalanced competition for micro stalls, kiosks, or stalls. In addition, weak capital capacity will slow down the development of small businesses, as researched by Almaidah and Endarwati (2019), Parastuty, and Parung. research results, (Parastuty, Z. dan Parung, 2009) also research by Hidayati and Soesatyo (2019) which states that an increase in capital results in an increase in the achievement of business success. So if the capital capacity of small traders in Galing village is weak, then business success will be difficult to realize, especially after there are competitors who have large capital capabilities standing around the small business.

2. Human Resources

Small businesses in Galing Village, especially those around Alfamart and Indomaret stores, are generally managed by poorly trained human resources. Small traders mostly manage their business by relying on their skills and talents to trade modestly without being equipped with expertise in managing a business. In addition, the human resources involved in the business are also only a few people in the merchant's family which usually consists of parents and their children. In contrast to Alfamart and Indomaret which are managed by people who have been trained and every business, movement is always controlled and analyzed by people who are experts in business management, so that business continuity can continue to survive and run smoothly.

Human resources are important in maintaining the sustainability of a business because the competencies possessed by human resources are intangible capital and are very vital in a business. Human resource competence includes the knowledge, skills, and abilities possessed by a business actor. If the competence of human resources is managed optimally, a business will be able to survive, compete and be sustainable. As the results of research conducted by Marlina (2011) prove that increasing entrepreneurial competence and focusing on market orientation can improve and enhance company performance. A similar study was conducted by Widiastuti (2019) with results showing that HR competence (knowledge) affects business continuity. Likewise with Aribawa's research (Dwitya Aribawa, 2016) shows that Knowledge (Financial Literacy) has a significant influence on business performance and sustainability.

The lack of competent human resources in managing small businesses in Galing Village is likely to make it difficult for these businesses to develop, even if they develop, it will take a long time before they can develop. However, the continuity of these businesses will continue to be maintained with developments that seem to be running in place amid the presence of Alfamart and Indomaret.

3. Production

In the continuity of the production business, it is something that must be considered, because the product is the main object that must exist in a trading business. As with Alfamart and Indomaret, all traded goods have been provided by the company, store outlets only need to periodically report the availability of products in stores to the company. The average total product sold at Alfamart and Indomaret is 4,000 types of products which have also been provided directly by the company. It is different with small

traders in Galing Village who have to get merchandise through wholesalers or big agents, so in terms of price, of course, it will be a little more expensive. besides that, traders also have to look for goods from several agents for different types of goods and do not have a large supply of goods, because they only add merchandise based on income that is not too large. This is very much different from Alfamart and Indomaret which already have a sufficient inventory of goods from the company.

However, the business continuity of small traders in Galing Village will still be able to survive because Galing Village is a rural area that is very much different from urban areas where many people still prefer to shop in small shops, other than because it has become a habit and feels easier. shopping in small shops also because the goods sold by these small shops are different from the goods sold by Alfamart and Indomaret. Many of the goods sold by small traders in Galing Village sell products from neighboring countries, namely Malaysia, which are much liked by the local community. So, even though Alfamart and Indomaret are established in Galing Village, small traders can still survive and exist with products that are also quite diverse, although not as complete as the products in Alfamart and Indomaret.

4. Marketing

Marketing is one of the activities that must be carried out by entrepreneurs to maintain business continuity and development. Successor failure in achieving goals depends on the ability and expertise in the field of marketing. However, this is not the case with small traders in Galing Village. The traders only carry out modest promotions by putting up banners or signposts in front of the store, not using special marketing techniques as Alfamart and Indomaret do. The marketing techniques used by Alfamart and Indomaret include putting up a store name banner 100 meters before the store is located. This can make it easier for every consumer to find out the store even though it is still far from Alfamart and Indomaret. Not only that, Alfamart and Indomaret also provide low price promos for certain products and at certain times.

In general, Alfamart and Indomaret have implemented marketing mix techniques in promoting their products, which is very different from small traders in Galing Village who do not understand marketing mix techniques. Thus, in terms of marketing, the business continuity of small traders in Galing Village in the future will be affected by the presence of Alfamart and Indomaret, although at this time it has not been felt by traders. This is proven by the research of Dwiyananda and Mawardi (2015) which states that the modern retail promotion variable has a significant influence on the threat to the sustainability of the traditional retail business. Likewise with the research of Vijaya and Irwansyah (2017) states that the marketing strategy has a positive and significant effect on the development of UMKM businesses in Buleleng District. So that the bigger the marketing strategy, the higher the development of UMKM business in Buleleng District.

Thus, in general, the presence of Alfamart and Indomaret has an impact on the business continuity of small traders in Galing Village. From four aspects such as capital, human resources, production and marketing carried out by

small traders in Galing Village, it is far below the capabilities of Alfamart and Indomaret, however, although affected by the presence of Alfamart and Indomaret, the businesses run by small traders do not immediately close. These businesses can still run because they already have their customers. Not everyone in rural areas likes to shop at minimarkets and not all the things people need are in modern stores. The geographical condition of Galing Village which is located in the border area of the country is also one of the reasons for the persistence of small traders because foreign products sold by small traders are not available at Alfamart and Indomaret.

B. Business Competition between Alfamart and Indomaret with Small Traders in Galing Village, Galing District in terms of Business Competition in Islam.

The existence of Alfamart and Indomaret is a real competitor for small traders in Galing Village. Good competition is a competition that does not bring each other down. There are at least three important elements that must be considered related to the issue of business competition from an Islamic perspective. These elements are the competing parties, how to compete, and the goods or services being competed. (Nur Diah Fauziah et al, 2019)

1. Competing Parties

In Islam, competition is a natural thing because competition can make a person enthusiastic in developing their own business, however, Muslim business actors need to believe that the sustenance that comes solely from Allah SWT so that competition must be healthy, fair, and fair. honest and establish friendship to strengthen the bonds of brotherhood. (Abdul Aziz, 2008). In this case, Alfamart and Indomaret are real competitors for small traders in Galing Village. Before the presence of the two modern stores, small traders naturally competed with other small traders in more or less the same ways, so that nothing stood out, but things changed after the existence of Alfamart and Indomaret. Some grocery traders said that since the existence of Alfamart and Indomaret in Galing Village the income of the traders sometimes fluctuated, but this did not make the traders think that it was only caused by the presence of Alfamart and Indomaret but it was fate from God who gave sustenance. Small traders can accept gracefully any sustenance obtained from the results of their business without blaming Alfamart and Indomaret, thus the small traders in Galing Village have conducted a competition following Islamic law. The presence of Alfamart and Indomaret is not only a competitor for small traders but also partners for small traders to get goods to be traded by taking advantage of discounts and promos for certain products that are sometimes given by Alfamart and Indomaret. So that traders do not need to find it difficult to find distributors in urban areas.

2. How to Compete

Doing business is part of Muamalah, so business cannot be separated from the rules of Muamalah. Therefore, a free competition that justifies all means is a practice that must be avoided because it is contrary to the principles of Muamalah. (Norvadewi, 2015). The practice of competition that

must be put forward is competing healthily, not putting each other down. In doing business, everyone will deal with other parties such as business partners and business competitors. As an interpersonal relationship, a Muslim businessman must still strive to provide the best service to business partners and customers. The same thing was done by small traders in Galing Village, in addition to always trying to provide the best service to customers, the presence of Alfamart and Indomaret can open the eyes of small traders to follow the competitive ways of Alfamart and Indomaret but in a different form. such as posting goods sold on social media, while also providing discounts for certain shopping amounts. Small traders in Galing Village have also used competitive methods as exemplified by the Prophet, namely providing the best service and mentioning the specifications of the goods being sold honestly, including if there are defects in the goods. This can prevent customers from running even though Alfamart and Indomaret are present in Galing Village.

3. Competing Object

In addition to the competing parties and the way to compete, the object or item being competed is the most important thing in business competition. Islam emphasizes that the object being competed must have one advantage. Therefore, to win the competition or at least to keep customers from moving to other stores, the products owned by a store must have their advantages. In terms of products sold by small traders in Galing Village, generally, the products sold are halal because most of the traders are Muslims, that some of the products sold are products that are not available at Alfamart and Indomaret, so small traders can still compete and not lose customers with the presence of Alfamart and Indomaret. Small traders can also compete in terms of service because generally the traders are well acquainted with every customer who comes. The existence of small traders in Galing Village which has been going on for quite a long time before the presence of Alfamart and Indomaret has led to a good relationship between traders and customers, so that in interacting they always prioritize the best service. Meanwhile, in terms of price, small traders in Galing Village can also compete, because traders do not only think about big profits but always set prices according to market prices.

However, when viewed from the side of the place when compared to Alfamart and Indomaret, small traders are less able to compete because generally small traders only have simple and not as comfortable places as Alfamart and Indomaret. However, the places owned by small traders in Galing Village are still healthy, clean, and comfortable even though they are not as comfortable as shopping at Alfamart and Indomaret.

Thus, in general, business competition between small traders in Galing Village with Alfamart and Indomaret is following a business competition in Islam, where competing parties can run their respective businesses without having to do things that can kill competitors' businesses. In addition, objects or goods and services that are competed by both parties can still get their respective customers, so that no one is harmed by the presence of Alfamart and Indomaret in Galing Village.

CONCLUSION

This study aims to analyze how the impact given by the existence of modern stores, namely Alfamart and Indomaret, on the business continuity of small traders in Galing Village, Galing District. In addition, this study will also see how the business competition between Alfamart and Indomaret with small traders in Galing Village is seen from business competition in Islam. For this reason, the results of this study indicate that in general, the presence of Alfamart and Indomaret has an impact on the business continuity of small traders in Galing Village. From four aspects such as capital, human resources, production and marketing carried out by small traders in Galing Village, it is far below the capabilities of Alfamart and Indomaret, however, although affected by the presence of Alfamart and Indomaret, the businesses run by small traders do not immediately close. These businesses can still run because they already have their customers. Not everyone in rural areas likes to shop at minimarkets and not all the things people need are in modern stores. The geographical condition of Galing Village which is located in the border area of the country is also one of the reasons for the persistence of small traders because foreign products sold by small traders are not available at Alfamart and Indomaret.

Then in terms of business competition between small traders in Galing Village with Alfamart and Indomaret, it is following a business competition in Islam, where competing parties can run their respective businesses without having to do things that can kill competitors businesses. In addition, objects or goods and services that are competed by both parties can still get their respective customers, so that no one is harmed by the presence of Alfamart and Indomaret in Galing Village.

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