

## ABSTRAK

Nama : Afrasturi  
Program Studi : Ekonomi Syariah  
Judul : Eksistensi Pasar Tradisional Terhadap Pasar Modern Dan  
*E-Commerce* DiTinjau dalam Perspektif Ekonomi Islam

Penelitian ini mengkaji tentang Bagaimana dampak keberadaan pasar modern terhadap eksistensi pasar tradisional geudong kecamatan samudera, Bagaimana dampak keberadaan e-commerce terhadap eksistensi pasar tradisional geudong kecamatan samudera, Bagaimana strategi pedagang mempertahankan eksistensi pasar tradisional geudong kecamatan samudera dan Bagaimana tinjauan ekonomi syariah mempertahankan eksistensi pasar tradisional geudong kecamatan samudera. Metode dalam meelakukan penelitian ini adalah metode analisis kualitatif dengan cara melakukan wawancara langsung kepada para responden untuk mendapatkan jawaban terhadap permasalahan yang diteliti. Kesimpulannya yaitu dalam tinjauan perspektif ekonomi Islam, dapat disimpulkan bahwa eksistensi pasar tradisional, pasar modern, dan e-commerce merupakan bagian integral dari dinamika ekonomi yang terus berkembang. Pengembangan pasar modern dan e-commerce haruslah sejalan dengan prinsip-prinsip ekonomi Islam seperti keadilan, transparansi, dan keberlanjutan. Integrasi nilai-nilai ini akan membantu menciptakan sistem ekonomi yang inklusif dan berkelanjutan dalam masyarakat.

**Kata Kunci :** Eksistensi Pasar Tradisional, Pasar Modern, *E-Commerce*,  
Perspektif Islam

## **ABSTRACT**

*Name : Afrasturi*  
*Study Program : Sharia Economy*  
*Title : The Existence of a Traditional Market Against Modern Markets and E-Commerce reviewed in Islamic Economic Perspective*

*This research examines the impact of the existence of modern markets on the existence of the traditional market in Geudong, Ocean Subdistrict, the impact of the existence of e-commerce on the existence of the Geudong traditional market in Ocean Subdistrict, how traders' strategies maintain the existence of the Geudong traditional market in Ocean Subdistrict and how sharia economics reviews maintain the existence of traditional markets. Geudong Ocean District. The method for conducting this research is a qualitative analysis method by conducting direct interviews with respondents to get answers to the problems being studied. The conclusion is that in reviewing the Islamic economic perspective, it can be concluded that the existence of traditional markets, modern markets and e-commerce is an integral part of economic dynamics that continues to develop. The development of modern markets and e-commerce must be in line with Islamic economic principles such as justice, transparency and sustainability. The integration of these values will help create an inclusive and sustainable economic system in society.*

**Keywords:** *Existence of Traditional Markets, Modern Markets, E-Commerce, Islamic Perspective*