



AN ANALYSIS OF BUSINESS COMPETITION AND ISLAMIC BUSINESS ETHICS: SURVIVAL STRATEGIES OF THRIFTY TRADERS IN A METRO CITY

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ABSTRACT

This study aims to analyze the survival strategies applied by thrifting traders in Metro City in the face of increasingly fierce business competition, as well as to evaluate the application of Islamic business ethics among these traders. The method used is descriptive qualitative, with data collection through interviews and documentation with thrifting traders in Metro City. The results showed that Raina Thrift Shop, Valents.store, and Klamby Second_id apply survival strategies in the form of divestment, reduction, and promotion through social media. In the aspect of Islamic business ethics, the overall implementation of ethics is quite good. However, some weaknesses were found Valents. store does not show responsibility for mistakes in the purchasing process, while Klamby Second_id is not fair to all consumers. In contrast, Raina Thrift Shop has implemented all the principles of Islamic business ethics well. The findings provide important insights for the development of strategies and ethics in the thrifting industry in Metro City.

Keywords: Survival Strategy, Thrifting, Islamic Business Ethics

INTRODUCTION

In this millennial era, the process of buying and selling used imported clothing (*thrifting*) is rampant. Imported used clothing (*thrifting*) is an activity of looking for various kinds of used goods that are much sought after or favored by consumers also called used goods that are traded in decent condition but have been used by someone. (Fatah et al., 2023). Selling imported used clothing (*thrifting*) is a promising business opportunity because the price of capital is very minimal. However, it requires high shipping costs and customs duties, but there are many enthusiasts of imported used clothing (*thrifting*) in Indonesia, especially in Bandung, especially among teenagers and students. (Nurazizah & Firmansyah, 2023).

Based on data obtained from research conducted in Metro City, it can be seen that Metro City has 5 sub-districts, consisting of North Metro, East Metro, Central Metro, South Metro, and West Metro. In East Metro

District and Central Metro District there are imported second-hand clothing stores (*thrifting*). In East Metro District there are 3 imported second-hand clothing stores (*thrifting*) namely Keylov_id shop, only thrift_lpg shop, and Valents. store shop. Meanwhile, in Central Metro District there are also 3 imported second-hand clothing stores (*thrifting*). While in North Metro, South Metro, and West Metro Districts there are no imported second-hand clothing stores (*thrifting*).

Maintaining a business must begin with the ability to build a strategy. Strategy is the establishment of a company's long-term goals and objectives and the direction of action and allocation of resources needed to achieve these goals and objectives (Aronaga, 2009).

Survival strategy is a method used by a person, or a group of people to maintain the existence of their existence that is valuable or considered valuable, both material and non-



material. (Sulaiman, 2014). Traders of used imported clothing (*thrifting*) in Metro City use a survival strategy in the form of terminating employment rights (PHK) to their employees, reducing the stock of used imported clothing (*thrifting*) and by mixing their selling items with new clothes. As well as by strengthening promotion through social media.

Based on the results of a survey that the researchers conducted, Mrs. Bella Valentina, the owner of the Valents store, said that the strategy of maintaining the store to survive is not only selling imported used clothing (*thrifting*) but also selling local clothes and promoting through social media such as Instagram, TikTok, and WhatsApp. (Justika et al., 2021).

Meanwhile, Mr. Eko Cahyadi as the *owner of the Klamby Second_id* shop said that the strategy used to maintain the store is by promoting through social media such as Instagram and WhatsApp. (Adjie & Claretta, 2023). Meanwhile, Mrs. Yuslaini Octavia as the *owner of the Raina Thrift Shop* store said that the strategy used to maintain the store is by developing promotions through social media such as Facebook and Instagram. (Permatasari et al., 2021)..

Based on the results of the survey above, there are similarities, namely the strategy used by *thrifting* traders to maintain the existence of the store is by strengthening promotions through social media such as Instagram, WhatsApp, Facebook, and Tik Tok. Therefore, the *thrifting* ban that the government has set makes less enthusiasts and causes the income of goods to shrink so that *thrifting* traders must implement effective strategies to maintain their business, especially when facing the problem of bans issued by the minister of trade. (Utami et al., 2024)..

Islamic business ethics is a process and effort to know the right and wrong things and then certainly do the right thing about products and company services with interested parties with company demands (Bakhri et al., 2018).

Society in general really expects business people to prioritize the needs of the community by not ignoring ethics in business. Therefore, business people and the community should maintain good relations through the application of ethical values in business such as honesty, politeness, and a high sense of responsibility. (Bakhri et al., 2018).

Based on the explanation conveyed above, it is known that business competition between sellers will occur, and the application of correct business ethics is a strategy to survive in the business that is being carried out. Therefore, this phenomenon often occurs between business actors and is interesting to be studied and researched more deeply.

LITERATURE REVIEW

Strategy is how to position the company into something unique and valuable by making decisions about what to run and what not to run and then making the suitability of all Company activities. 3 defense strategies can be done, namely (Juarez et al., 2019)(Triwibowo et al., 2022):

Retrenchment is a shrinkage in a group or organization that remaps both assets and finances in order to restore plunging profits. In this case it can be called a reorganizational strategy. A further explanation related to this is how a group can maintain an order in a business so that it can get back on its feet by cutting less optimal products, cutting employees, and reducing less productive



businesses, as well as building a load control system.

Divestment is one of the techniques to restore a business so that it can return if it has decreased. *Divestment* can also be done by selling goods that are considered less than optimal in a business and reducing expenses that are considered less impactful in a business. From the above understanding, we can conclude that *divestment* is an effort to improve or how to survive in a business by downsizing.

Liquidation is the process of selling all a business's assets in exchange for actual assets. This is done because a business group chooses to stop operations rather than experience a significant decline (Wynne, 2021).

Islamic business ethics is a normative foundation derived from Islamic teachings, namely the Al-Qur'an and as-Sunnah of the Prophet Muhammad SAW, as a reference for business people to run business in an Islamic manner. (Rosyidah & Rofiah, 2024).

Islamic business ethics means studying what is good/bad, right/wrong in the business world based on the principles of morality. Business ethics can also mean thinking or reflecting on morality in economics and business. There are 5 basic principles of Islamic business ethics (Lestari & Jubaedah, 2023)(Choirun Nisak, 2023) :

Unity is reflected in the concept of tawhid, which integrates all aspects of Muslim life in the economic, political, and social spheres into a homogeneous whole and emphasizes consistency and overall order.

Justice in Islamic economics requires everyone to get their rights and not to take the rights of others. In the world of work and business, Islam requires fairness, including to those who are not favored.

Freedom is an important part of the value of Islamic business ethics, but that freedom is not detrimental to the collective interest. Individual interests are given a wide berth. The absence of income for a person encourages humans to actively work and work with all the potential they have. The tendency of man to continuously fulfill his unlimited personal needs is controlled by the obligation of each individual to his community through zakat, infaq and sadaqah.

Unlimited *freedom* is impossible for humans because it does not require accountability. To fulfill the demands of justice and unity, humans need to be accountable for their actions.

Truth in this context, besides containing the meaning of truth as opposed to error, also contains two elements, namely virtue and honesty. In the context of business, truth is intended as the intention, attitude and behavior of truth, which includes the process of contract (transaction), the process of seeking or obtaining development commodities, as well as in the process of achieving or determining profits. With this principle of truth, Islamic business ethics is very protective and preventive against the possibility of harm to one of the parties to the transaction, cooperation or agreement in business. (Nurfutriani & Nugroho, 2023)..

METHODS

This research is a field research using a descriptive qualitative approach. Primary data sources used were the owners of *thrifting* stores in Metro City, while secondary data sources came from clothing price lists, store iklan sheets and others. Data was collected using interviews and documentation. Test the validity of the data using the data triangulation method.



Of the many *thrifting* stores in Metro City, three were selected based on the criteria of size, number and variety of items sold, location in the city center, and number of consumers.

RESULTS AND DISCUSSION

From the results of the research that has been done, there are 3 different stores that have a large sales value compared to other thrifting stores. The 3 stores are:

1. Raina Thrift Shop

Raina Thrift Shop is a shop engaged in fashion. The fashion sold at the Raina Thrift Shop is a type of imported second-hand clothing (*thrifting*). The Raina Thrift Shop sells a variety of imported used clothing (*thrifting*), such as blouses, jeans, dresses, pants, and shirts.

2. Valents.store

Shop valents.store is one of the stores engaged in fashion. fashion that is sold at the

valents.store store is a type of fashion used imported clothing (*thrifting*). At the valents.store store sells a variety of imported used clothing (*thrifting*) and clothing that is not *thrifting*, such as: cotton *blouses*, shirts, *cardigans*, *sweaters*, and *jeans*.

3. Klamby Second_id

Toko klamby second_id is one of the stores engaged in fashion. the fashion sold at the klamby second_id store is a type of imported second-hand clothing (*thrifting*). At klamby second_id shop sells a variety of imported used clothing (*thrifting*), such as: shirts, t-shirts, pants, and *jeans*.

Of the 3 imported second-hand clothing seller shops after being analyzed using indicators of trade survival strategies which include divetation, retrenchment, liquidation and others can be at shown in the following table:

Table 1. Survival Strategy Data

Strategy	Raina Thrift Shop	Valents Store	Klamby Second_id
<i>Divetation</i>	reducing <i>thrifting</i> stock	reducing <i>thrifting</i> stock	reducing <i>thrifting</i> stock
<i>Retrenchment</i>	Employee Layoffs	-	-
Liquidation	-	-	-
More	social media promotion	social media promotion	social media promotion

Source: Data processed 2024

Based on the data above, the *divestment* survival strategy has been used by raina thrift shop, valents.store, and klamby second_id, namely in the form of reducing the stock of imported used clothing (*thrifting*). Meanwhile, the *retrenchment* survival strategy was only carried out by

raina thrift shop, namely in the form of terminating employees. Meanwhile, the liquidation survival strategy, which is in the form of selling all assets to recover profits, was not carried out by the three stores.

In addition to using *divestment*, *reduction*, and liquidation defense strategies,



raina thrift shop, valents.store, and klamby second_id also use defense strategies in the form of promoting imported second-hand clothing (*thrifting*) on social media.

Analysis of Thrifting Traders' Survival Strategy in Islamic Business Ethics Review

a. Unity

Based on the results of interviews with Mrs. Yulsaini Octavia, she said that the principle of unity of the raina thrift shop store had implemented it. As when promoting imported second-hand clothing (*thrifting*) has been promoted according to the realpict so that this behavior is honest behavior that has been applied. Indirectly, the raina thrift shop has remembered that Allah SWT told all his servants to be honest. Therefore, involvement with Allah SWT with ketuhidan has been applied to the raina thrift shop. (Yulsaini Octavia, 2024).

Based on the results of an interview with Ms. Bella Valentina, she said that the principle of unity in the valents.store store has implemented it. As when promoting imported second-hand clothing (*thrifting*) has been promoted according to the realpict so that this behavior is honest behavior that has been applied. Indirectly, the valents.store store has remembered that Allah SWT told all his servants to be honest. Therefore, involvement with Allah SWT with ketuhidan has been applied to valents.store. (Bella Valentina, 2024).

Based on the results of interviews with Mr. Eko Cahyadi, he said that the principle of unity of the second_id klamby shop had implemented it. As when promoting imported second-hand clothing (*thrifting*) has been promoted according to the realpict so that this behavior is honest behavior that has been applied. Indirectly kalmby second_id

shop has remembered that Allah SWT told all his servants to be honest. Therefore, involvement with Allah SWT with ketuhidan has been applied to the klamby second_id shop. (Eko Cahyadi, Owner of Klamby Second_id Store, 2024).

Unity is reflected in the concept of tawhid, which integrates all aspects of Muslim life - economic, political and social - into a homogeneous whole, and emphasizes the concept of consistency and overall order. Based on this concept, Islam offers the integration of religion, economy and society to form a unified whole. On the basis of this view, ethics and business become integrated, vertically and horizontally, forming a very important equation in the Islamic system. (Nurmadiansyah, 2016).

Based on the description above, it is known that the three stores have implemented the principle of unity. As explained in Islam that the concept of tawhid integrates all aspects in the economic, political, social fields into a unity. So that by applying the principle of unity, the process of doing business will be balanced between doing business and tawhid. In this principle, someone who is running a business is required to be able to harmonize business with tawhid, always remembering Allah SWT when running a business. For example, when doing an honest act, the person has unintentionally applied ketuhidan in the process of doing business.

b. Equilibrium

Based on the results of interviews with Mrs. Yulsaini Octavia, she said that in the principle of justice, the Raina Thrift Shop applies justice to consumers. She always acts fairly to all consumers, she never differentiates between every consumer who



comes, and she does not give different prices and services to every consumer; even though consumers who come to the Raina thrift shop are her relatives or colleagues, she will still provide the same prices and services as consumers she does not know. (Afiany & Fajari, 2022).

This is reinforced by the results of an interview with Mrs. Khalimatus Sadiah, who said that the Raina Thrift Shop store has provided services to consumers fairly. (Baidhowi et al., 2021).

Based on the results of an interview with Mrs. Bella Valentina, she said that in the principle of justice the valents.store store has applied justice to all consumers. According to him, all consumers who come to the valents.store store are all considered the same or equal. Both consumers who come from among people who have and consumers who come from among people who don't have, valents.store stores always provide good service to all consumers. Because according to him, when someone is doing business or selling, they should not differentiate between every consumer who comes, because that is one of the service ethics in the valents.store store. (Bella Valentina, 2024).

This is reinforced by the results of an interview with Mrs. Khairunisa Ramadhani. She said that the Valents. store always provides services fairly and does not differentiate between every consumer who has come to the Valents. store. (Khairunisa Ramadhani, Valents.store Consumer, 2024).

Based on the results of an interview with Mr. Eko Cahyadi, he said that, in the principle of justice, the Klamby Second_id shop has implemented justice to consumers in terms of providing prices, but in terms of service facing consumers, the Klamby Second_id shop distinguishes between addressing mak-mak ramping, fathers, and

students who have limited finances. (Eko Cahyadi, Owner of Toko Klamby Second_id, 2024).

Toko klamby second_id also differentiates how to respond to consumers who are bidding on imported second-hand clothing (*thrifting*), if consumers in bidding are easy to communicate well, then the klamby second_id shop also responds well to consumers who are bidding on imported second-hand clothing (*thrifting*). Vice versa, if consumers in the bargaining process are not comfortable to communicate well, then the klamby second_id shop must respond according to what the consumer does.

This is reinforced by the results of an interview with Mrs. Nadia Mauli Tantila, who said that the Klamby Second_id shop did not provide fair service to all consumers who had come to it. According to her, she saw different treatment for each consumer who came to the Klamby Second_id shop (Nadia Mauli Tantila, Consumer of Klamby Second_id Store, 2024).

The concept of justice in Islamic economics requires everyone to get their rights and not to take the rights of others. In the world of work and business, Islam requires being fair, including to those who are not favored. (Nurmadiansyah, 2016).

Based on the description above, it can be seen that only Raina Thrift Store and Talents. Store apply the principles of justice, while Lamby second_id store does not. In serving consumers, Raina Thrift Shop has been fair to all consumers and always provides fair service to consumers. The talents have also applied this. store store, at the valence. store store always provides fair service to all consumers. (Salam & Habibah, 2021).

As explained in Islam, in carrying out business activities, Islam requires fairness,



including for those who are not favored. (Triwibowo & Adam, 2023). A system applying the principle of justice will encourage and support consumers to come back to buy imported used clothing (*thrifting*) because they have been treated fairly and received good service. If consumers are treated unfairly, the store will be threatened with bankruptcy because no consumers will come back to buy imported second-hand clothing (*thrifting*). (Baidhowi et al., 2022).

c. *Free Will*

Based on the results of interviews with Yulsaini Octavia, she said that in the principle of freedom of will, the Raina Thrift shop applies freedom to consumers to choose the imported used clothing (*thrifting*) they want, and obey consumers according to consumers. This is also supported by the results of research where the owner's behavior and behavior towards consumers are friendly and polite and comply with consumer desires well. (Yulsaini Octavia, 2024).

This is reinforced by the results of an interview with Mrs. Nita Oktarina. She said that the Raina Thrift Shop store gives consumers the freedom to choose imported second-hand clothing (*thrifting*) according to what Mrs. Nita Oktarina wants. According to Mrs. Oktarina, used imported clothing traders (*thrifting*) are friendly and good at serving their customers (Nita Oktarina, Consumer of Raina Thrift Shop, 2024).

Based on the results of interviews with Mrs. Bella Valentina, she said that in the principle of free will the valents.store store has implemented freedom to all consumers who come to choose the desired used imported clothing (*thrifting*), consumers are given the freedom to choose and are given the

freedom to linger in the valents.store store during the process of choosing used imported clothing (*thrifting*) in accordance with what consumers want. According to him, in buying used imported clothing (*thrifting*), consumers must be more precise in sorting and choosing which used imported clothing (*thrifting*) is still worth buying and which used imported clothing (*thrifting*) is not worth buying.

The results of an interview with Ms. Adetia Elfani Ghoifaigah reinforce this. She said that the Valent store allows all consumers to buy imported second-hand clothing (*thrifting*) at the store.

Based on the results of interviews with Mr. Eko Cahyadi, he said that on the principle of free will, the klamby second_id shop has applied freedom to all consumers to choose the imported used clothing (*thrifting*) they want. He said it was free no matter the consumer wanted to linger in the store. Because the name is second-hand imported clothing (*thrifting*), you have to find the system, when you want to buy second-hand imported clothing (*thrifting*) it is not like buying clothes in a distro because second-hand imported clothing (*thrifting*) is not the same or random items. (Eko Cahyadi, Owner of Klamby Second_id Store, 2024).

According to him, he was confused when a customer asked him to find *thrifting* clothes that matched the customer's wishes. Because imported second-hand clothing (*thrifting*) random items are not the same. Consumers should look for their own size of used imported clothing (*thrifting*) that suits the size of the consumer, look for motifs that suit their wishes, and look for colors that the consumer likes. So, the klamby second_id shop actually recommends consumers to linger in choosing used imported clothing (*thrifting*) that suits the consumer.



This is reinforced by the results of Ms. Vira Chindiana's interview. She said that the Klamby Second_id shop has given freedom to all its consumers. He said that he was comfortable when shopping at the Klamby Second_id shop because it did not provide restrictions on selecting imported second-hand clothing (*thrifting*). (Wijaya & Dian Andriasari, 2022).

Freedom is an integral part of the value of Islamic business ethics, but that freedom is not detrimental to the collective interest. Individual interests are opened up. The absence of income for a person encourages humans to work and work with all the potential they have actively. The tendency of humans to continuously fulfill their unlimited personal needs is controlled by the existence of the obligations of each individual to their community through zakat, infaq and sadaqah. (Bakhri et al., 2018)..

Based on the description above, the Raina thrift shop, Valence. store, and Lamby second_id shop have applied the principle of free will to all consumers.

As explained in Islam, freedom is an important part of Islamic business ethics. Islam provides freedom to encourage humans to actively work and work with all their potential. So, by applying the principle of free will to consumers in business, consumers will feel comfortable when buying used imported clothing (*thrifting*) and can freely choose used imported clothing (*thrifting*) in accordance with their wishes and according to their needs.

d. *Responsibility*

Based on the results of interviews with Mrs. Yulsaini Octavia, she said that in the principle of responsibility, this Raina thrift shop has a responsibility to consumers if consumers have bought imported second-

hand clothing (*thrifting*) and it turns out that the size they have bought is small or oversized, these consumers may exchange imported second-hand clothing (*thrifting*) with imported second-hand clothing (*thrifting*) that fits the correct size according to the needs of these consumers.

This is reinforced by the results of an interview with Mrs. Puja Arum Pratiwi, she said that the Raina Thrift Shop is responsible if she wants to exchange imported second-hand clothing (*thrifting*) that was wrong when she bought.

Based on the results of interviews with Ms. Bella Valentina, she said that in the principle of responsibility the valents.store store is not responsible for errors that occur during the process of purchasing imported second-hand clothing (*thrifting*) that has been carried out by consumers. He said the valents.store had provided a provision that "clothes that have been purchased cannot be exchanged." Therefore, the valents.store store always offers to try imported second-hand clothing (*thrifting*) first before buying it. And confirm the item first before purchasing.

This is reinforced by the results of an interview with Mrs. Janji Beki Umami, who said that the Valents.store store really has no responsibility to its customers. According to him, the Valents.store store does not want to be made a loss by its consumers (Silviah & Lestari, 2022).

Based on the results of interviews with Mr. Eko Cahyadi, he said that in the principle of responsibility, the second_id clamby shop is responsible for purchasing errors that have been made by consumers provided that the exchange occurs on the same day of purchase before the second_id clamby shop closes. If consumers exchange imported second-hand clothing (*thrifting*) on



a different day from when consumers bought it, the second_id shop does not accept it because the second_id shop will be confused with the bookkeeping that has been fixed on that day.

This is reinforced by the results of an interview with Mrs. Bela Kusdiantari. She said that the Klamby Second_id shop is responsible if something goes wrong when purchasing imported second-hand clothing (*thrifting*).

Unlimited freedom is impossible for humans because it does not require accountability. To fulfill the demands of justice and unity, humans need to be accountable for their actions. Logically, this principle is closely related to free will. It sets limits on what humans are free to do by being responsible for everything they do. (Nurmadiansyah, 2016).

Based on the description above, the stores that use the principle of responsibility are Raina Thrift Shop and Lamby Second_id Store. In contrast, the Valence Store does not use the principle of responsibility. Responsibility is significant when someone is engaged in business activities.

As explained in Islam, humans need to be accountable for their actions to fulfill the demands of justice and unity. By applying the principle of responsibility when someone is doing business activities, the business will continue to run and can improve and support consumer welfare. In addition, the store will be trusted, respected, appreciated, and favored by consumers.

e. Truth: virtue and honesty

Based on the results of interviews with Mrs. Yუსlaini Octavia, she said that in the principles of truth and honesty, the raina thrift shop has promoted imported second-

hand clothing (*thrifting*) into social media such as whatsapp, instagram, facebook, tik tok in accordance with the realpict as in the raina thrift shop. Used imported clothing (*thrifting*) promoted on social media if the photo is made of thick material, then the original is also made of thick material, as well as; if the imported used clothing store (*thrifting*) is wrinkled, then the photos promoted on social media will look wrinkled too.

This is reinforced by the results of an interview with Mrs. Suci Anjar Wati; she said that the clothes that have been promoted on social media at the Raina Thrift Shop store are in accordance with respect.

Based on the results of an interview with Mrs. Bella Valentina, she said that in the principle of honesty, the valents.store has implemented honesty in doing business and used imported clothing (*thrifting*) that has been promoted on social media in accordance with the *respect* in the store. According to him, imported clothing (*thrifting*) that has been uploaded on social media such as Instagram, TikTok, and WhatsApp must be the original picture. If there is *rejected* imported second-hand clothing (*thrifting*) that has been ordered by consumers online, then the valents. store will inform consumers that the imported second-hand clothing (*thrifting*) that has been ordered *is rejected* or often referred to as goods whose condition has been slightly damaged.

This is reinforced by the results of an interview with Mrs. Sheren Anitya Sasfa; she said that the Valents have promoted imported second-hand clothing (*thrifting*). store is in accordance with the realpict.

Based on the results of interviews with Mr. Eko Cahyadi, he said that in the principle of honesty, the klamby second_id



shop has implemented honesty in doing business. Imported second-hand clothing (*thrifting*) that has been promoted on social media is in accordance with the *realpict* in the klamby second_id shop.

This is reinforced by the results of Ms. Isna Puspita Dewi's interview, she said that the clothes that have been promoted on social media at the Klamby Second_id shop are in accordance with the *realpict* in her shop.

Truth in this context, besides containing the meaning of truth as opposed to error, also contains two elements, namely virtue and honesty. In the context of business, truth is intended as the intention, attitude, and behavior of truth, which includes the process of contract (transaction), the process of seeking or obtaining development commodities, and the process of achieving or determining profits. With this principle of truth, Islamic business ethics is very protective and preventive against the possibility of loss of one of the parties to the transaction, cooperation or agreement in business. (Nurmadiansyah, 2016).

Based on the description above, it can be seen that the third shop has implemented the principle of honesty. Honesty is very important when someone runs a business activity.

As explained in Islam, Islamic business ethics is very protective and preventive against the possibility of harm to one of the parties who are conducting a transaction, cooperation, or agreement in business. So that by applying the principle of honesty when someone is doing business activities, it will support the level of consumer confidence in something that consumers will buy. If in doing business alone does not apply the principle of honesty,

the business will not last long because consumers no longer have confidence in it.

CONCLUSION

The three stores take different approaches to maintaining their business amid competition. Raina Thrift Shop applies a more aggressive survival strategy with divestment, which reduces the stock of imported used clothing, and retrenchment through layoffs to maintain operational continuity. On the other hand, Valents. store and Klamby Second_id only rely on divestment strategies without other more significant steps.

In terms of Islamic business ethics, Raina Thrift Shop upholds all the principles, while Valents.store and Klamby Second_id fail to apply the principles of responsibility and balance, respectively. This shows that business sustainability depends not only on operational strategies but also on the application of ethical values that can affect reputation and customer trust.

Promotion through social media is also an important strategy adopted by all three stores, which can increase visibility and appeal in a competitive market. Future success may depend on each store's ability to balance its business strategies and ethical principles.

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