

UNDERSTANDING ISLAMIC VALUE ON FARMER'S PROFIT: STUDY FROM SUGARCANE AUCTION PROCESS

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Abstract: This study aimed to understand the Islamic value on farmer's profit by learning on the sugarcane auction process. This study was a qualitative research with an ethnography design. By attending the auction process and living with the farmers and families, the researcher could understand their value on profit. As the result, the discussion of auction activities empirically from the lives of several farmers reflects Islamic values, gratitude and prosperity. In the bargaining process in an Islamic perspective it is intended to gain prosperity not only in the world but also in the hereafter.

Keywords: Islamic value, auction process, prosperity, gratitude
