

ABSTRAK

Penelitian ini berjudul “Tinjauan Etika Bisnis Terhadap Praktik Jual Beli Sepatu Tiruan (Studi Kasus Pada Toko Sepatu Gita Di Jalan Mataram Yogyakarta)”, penelitian ini berobjek material jual beli sepatu tiruan dan berobjek formal etika bisnis. Toko sepatu Gita merupakan usaha yang bergerak di bidang jual beli sepatu tiruan yang didirikan oleh Bapak SIT. Bapak SIT memiliki sepuluh toko sepatu Gita, tujuh di antaranya berada di Jalan Mataram Yogyakarta. Toko sepatu Gita tidak dapat dikategorikan sebagai bisnis yang baik dikarenakan Bapak SIT melanggar prinsip keadilan legal dan prinsip otonomi. Teori etika bisnis diharapkan dapat memberikan pemahaman bahwa menjual sepatu tiruan merupakan tindakan yang melanggar prinsip etika bisnis dan hukum.

Penelitian ini merupakan penelitian kualitatif yang berangkat dari masalah aktual mengenai *dirty business* yang dilakukan melalui studi pustaka dan wawancara. Tahapan dalam penelitian, yaitu observasi, wawancara, inventarisasi data, klasifikasi data, analisis sintesis, dan evaluasi kritis. Analisis data menggunakan metode deskriptif, interpretasi, holistika, dan heuristika.

Hasil penelitian ini menunjukkan bahwa: pertama, praktik jual beli sepatu tiruan pada toko Gita merugikan pemilik hak cipta dan merugikan ekonomi nasional. Kedua, praktik jual beli sepatu tiruan pada toko sepatu Gita tidak boleh dilakukan karena terbukti telah melanggar prinsip keadilan legal dan otonomi, walaupun pada saat ini toko sepatu Gita ikut mengambil peran membangun perekonomian masyarakat sekitar Jalan Mataram Yogyakarta.

Kata Kunci: Sepatu tiruan, Etika Bisnis, Pelanggaran

ABSTRACT

This research entitled “Review Business Ethics Against the Practice of Selling Replica Shoes (Case Study On Gita Shoe Store in The Mataram Street of Yogyakarta)”, material objek of this research is selling replica shoes and formal objek of this research is business ethics. Gita shoe store is engaged in the business of buying and selling replica shoes which was founded by Mr SIT. Mr SIT has a branch of ten Gita shoe store, seven of them are on the Mataram street Yogyakarta. Gita shoe store can't be categorized as a good business because of Mr. SIT violating the principle of legal justice and the principle of autonomy. The theory of business ethics is expected to give an understanding that selling replica shoes is an act that violates the principles of business ethics and the law.

This field work is qualitative research that departs from the actual problems regarding the dirty business conducted through literature studies and interviews. The Stages in the research are observation, interviews, inventory data, classification of data, analysis, synthesis, and evaluation. Data analysis using descriptive methods, interpretation, holistics, and heuristics.

The results of this investigation show that: first, the practice of selling replica shoes at stores Gita is harm copyright of the owners and harming the national economy. Second, the practice of selling replica shoes at Gita shoe store could not be done because it is proven to have violated the principle of legal justice and autonomy, although at this time the Gita shoe store took the role of building the economy for the communities around Mataram street of Yogyakarta.

Keywords: replica shoes, business ethics, Violation