



Blessings in Trade According to the Views of Banjar Traders in Palangka Raya City with an Anthropological and Religious Approaches

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ABSTRACT

Islam requires every mature individual to seek legal livelihood, one of which is through trade. However, some traders sometimes do not pay attention to the provisions of Islamic commercial transactions (muamalah). In this regard, there is an interesting phenomenon among some Banjar traders at the Pasar Besar in Palangka Raya. They emphasize more on the concept of "blessing" (barakah), so that trading (business) activities and worship are in balance. Each person and region understand "blessing" differently, both in terms of its meaning, causes, and benchmarks. This research examines the meaning of "blessing" according to the traders, as well as analyzing the anthropological aspects related to the trading practices oriented towards "blessing". This is a qualitative descriptive study with Banjar traders at the Pasar Besar in Palangka Raya as the research subjects. The findings show that the meaning of "blessing" in trading according to Banjar traders is the increase in goodness, abundance or increase in sustenance, beneficial for all, so that needs are met. "Blessing" is also interpreted as the achievement of pleasure, tranquility, peace, and comfort in life. The position of "blessing" in trading is very important, because the purpose of trading is to fulfill life's needs in accordance with Islamic sharia. Blessing will not be obtained if the provisions of Islamic business are ignored. Anthropologically, trading practices oriented towards "blessing" indicate a close relationship between economic activity and the belief system and religious values embraced by the Banjar trader community

ABSTRAK

Islam mewajibkan setiap individu yang telah baligh untuk mencari rezeki halal, salah satunya melalui berdagang. Namun, sebagian pedagang terkadang tidak memperhatikan ketentuan bermuamalah. Terkait hal tersebut, terdapat fenomena menarik dari sebagian pedagang suku Banjar di Pasar Besar Kota Palangka Raya. Mereka lebih menekankan pada keberkahan, sehingga aktivitas badagang dan bausaha (berusaha) dan baibadah (beribadah) berjalan seimbang. Masing-masing orang dan daerah memahami berkah secara berbeda. Riset ini mengkaji makna berkah menurut pedagang, serta menganalisis aspek antropologis terkait praktik jual beli yang berorientasi pada keberkahan. Jenis penelitian ini adalah kualitatif deskriptif dengan subjek penelitian pedagang Banjar di Pasar Besar Kota Palangka Raya. Temuan menunjukkan bahwa makna berkah dalam jual beli menurut pedagang Banjar adalah bertambahnya kebaikan, berlimpah atau bertambahnya rejeki, bermanfaat untuk semua, sehingga kebutuhan menjadi tercukupi. Berkah juga dimaknai sebagai tercapainya kenikmatan, ketenangan, ketenteraman, dan kenyamanan hidup.

Kedudukan berkah dalam jual beli sangat penting, karena tujuan jual beli adalah memenuhi kebutuhan hidup sesuai syariat Islam. Keberkahan tidak akan diperoleh jika ketentuan berbisnis Islam diabaikan. Secara antropologis, praktik jual beli yang berorientasi pada keberkahan menunjukkan adanya relasi yang erat antara aktivitas ekonomi dengan sistem kepercayaan dan nilai-nilai keagamaan yang dianut oleh komunitas pedagang Banjar



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INTRODUCTION

Islam not only regulates the relationship between humans and God vertically, but horizontally it also regulates relationships between humans, including muamalah activities (Gazali, et al., 2010). Muamalah is part of Islamic teachings which has played a role in shaping advanced civilization from the past to the present. This is part of Islamic law which regulates the relationship between humans, society and nature with theological and spiritual dimensions as its basis. Transaction activities in muamalah are explained as economic activities, which are an inseparable part of life. Islam regulates economics as a logical consequence of the perfection of its religious teachings, by emphasizing the importance of implementing Islamic teachings thoroughly and comprehensively in all aspects of life, including muamalah such as buying and selling, pawning, renting, cooperation and other interactions, which must be in accordance with economic principles. Islam has been established (Nasution, et al., 2007)

Based on the goal of Islamic economics, namely achieving *falah*, for the welfare of Muslims and avoiding deviations in muamalah, Allah SWT has set certain limits on human behavior so that it can provide benefits to one individual without sacrificing the rights of other individuals. (Nasution, et al., 2007). This is contained in Rabbani's economic principles and Human all of which also comes from the Koran and hadith. (Qardhawi, 2004). Islamic teachings in muamalah strictly regulate economic activities based on Islamic economic principles. One of the economic activities commonly carried out by Muslims to meet their needs is buying and selling transactions. According to Islamic economics, buying and selling transactions must meet the conditions and pillars that have been determined (Muhammad, 2007). However, in practice in society, there are still often discrepancies with Islamic economic teachings (Muhammad, 2007).

People need to understand that buying and selling transactions are in accordance with Islamic economic teachings so that they do not violate religious values, such as resulting in losses for both sellers and buyers (Rapendik, 2023). Buying and selling transactions that are not in accordance with Islamic economic principles can cause losses and damage the economic system and socio-economic order in Muslim society. Therefore, in Islam, it is prohibited to take advantage of the results of illegal actions in buying and selling transactions, except for transactions carried out with mutual consent or mutual agreement based on Islamic economic values (Muhammad, 1995).

Buying and selling transactions involving both parties, where the relationship involves parties such as traders and buyers, project owners and workers, superiors and subordinates and so on. This suggests that there are rules that must be obeyed when making transactions in the field of muamalah or buying and selling. These rules are contained in the principles in the Koran and Sunnah, there are principles that regulate our relationship in muamalah, where the basic principles in question are: The principle of mutual consent (*at-taradi*), the principle of justice, the principle of mutual benefit and no party is harmed, the principle of helping each other and assisting each other (Afandi, 2009).

This is an important principle or principle in muamalah activities, seeking *halal* sustenance through buying and selling is the obligation of every Muslim. This is a fundamental principle in everyday life, in accordance with religious teachings. Unfortunately, many traders today do not pay attention to *halal* transactions and the goods they sell, so they do not receive the expected blessings.

Blessing is crucial in every endeavor because it provides inner peace and confidence in the power of Allah SWT. A business that solely pursues worldly profits without obtaining blessings will not have deep meaning. In the context of Islamic business, achieving blessings is the main goal because it shows the approval of Allah SWT and makes every effort a form of worship. This is in accordance with the purpose of humans being created to worship Allah, both in direct and indirect aspects of worship (Norvadewi, 2015).

In Indonesian society, there are various views about the meaning, position, causes and standards of blessings, which trigger different interpretations and result in a refraction of the meaning of blessings themselves. In the Islamic world, the topic of blessings is discussed less and less, making it difficult to translate. Some people misinterpret blessings as instant results or associate them with materialistic things and practices that do not conform to Islamic teachings, such as asking for blessed water from "smart people." This narrows the meaning of blessings and considers them only to belong to certain spiritual figures.

Researchers are interested in studying the views of Banjar traders regarding blessings in buying and selling. The Banjar people, with the moral principle of hard work, teleologically hope for future prosperity. According to Sumaso Hadi, the life goals of the Banjar people are divided into two: prosperity in the "near future" and prosperity in the "distant future" (Hadi, 2015). Prosperity in the near future means living prosperously in the world, while prosperity in the distant future refers to living prosperously in the afterlife, with the main priority being the orientation of the afterlife. The hard work principle of the Banjar people considers life as a challenge that must be faced through effort and hard work, aimed at the welfare of the family. Their trading ethos is based on a balance between worship and business, indicating a religious motive behind this work ethic.

Religion dominates the socio-cultural behavior of the Banjar people, where their life orientation is charity and worship. Their hard work ethic aims to face challenges and achieve prosperity, so that when material prosperity is achieved, they have more time to carry out religious activities. Effort and hard work are put into achieving prosperity, which in turn allows for more time for worship/ baibadah (Hadi, 2015)

Furthermore, related to this, many Banjar traders can also be found at the Big Market in Palangka Raya City. Palangka Raya Big Market is one of the largest markets in the Palangka Raya City area spread across the areas of Jalan Sumatra, Jalan Java, Jalan Lombok and Jalan Halmahera. The Big Market in Palangka Raya City is divided into several more markets, including Tammung Untung Market, Pasar Baru A, Pasar Baru B, Pasar Subuh, Pasar Martapura, Pasar Lombok, Pasar Pahandut Jaya, Pasar Pahandut Raya, Pasar Payang. Some of the markets above are called Big Markets (Kelurahan Pahandut, 2022).

Through this unique phenomenon, the author is interested in researching the views of Banjar traders regarding buying and selling blessings. The author is interested in researching the views of Banjar traders regarding buying and selling blessings. Banjar traders, who are predominantly Muslim and come from South Kalimantan, provide valuable information regarding the concept of blessing in buying and selling. Pasar Besar's location close to the Nurul Islam Mosque, the religious center of the area, allowed researchers to dig up a lot of information about the blessings of the traders there. Banjar traders in the Big Market of Palangka Raya City, the majority of whom are Muslim, emphasize the balance between worship and business, making it easier to study blessings in buying and selling.

RESEARCH METHOD

This research is a descriptive qualitative research (Arikunto, 2003) with the research subjects being Banjar traders in Pasar Besar Palangka Raya City, while the object is their views on the meaning of buying and selling which is oriented towards blessings (barakah) in an Islamic economic perspective. The research methodology used includes collecting data through in-depth interviews (Moleong, 2015) with Banjar traders to explore their understanding and perspective on the concept of blessing in buying and selling, observing their trading practices to understand the manifestation of the concept of blessing, as well as reviewing documents related to Islamic teachings regarding trade and commerce as an economic framework. Islam. The collected data was then analyzed qualitatively and interpretively to identify key themes and meanings related to the concept of blessing according to Banjar traders, with an anthropological approach to reveal cultural and religious influences that shape the understanding and practice of buying and selling that is oriented towards blessing, as well as placed in the context of Islamic economic principles and teachings related to obtaining halal income, social responsibility, and achieving spiritual and material prosperity.

RESULT AND DISCUSSION

The Meaning of Blessing in Trade According to the Views of Banjar Traders at the Big Market in Palangka Raya City

The results of the research show a diversity of understanding among Banjar traders in the Big Market of Palangka Raya City regarding the meaning of blessings in buying and selling. Some traders interpret it as increasing goodness, abundant fortune, and benefits for themselves, their families and others. While others interpret blessings as comfort, calm and tranquility in life. Here's the description:

Increased goodness

Banjar traders tend to interpret blessings as increasing goodness. From the results of interviews and observations, there were several Banjar trader's subjects who explained this, namely Mrs. KH, who stated that:

Blessings in buying and selling according to the subject of KH is his main goal in his business.

According to him, doing business that is blessed is something that is really important, with blessings in doing business or buying and selling so that it can provide a feeling of comfort, increase the goodness in oneself so that we can help each other to help people who are in trouble with the results of the business they are running. So that with this you can always have sufficient sustenance. It can even be increased in terms of income and other things

Mr. NS also expressed the same thing that blessings are synonymous with increasing goodness, namely:

Blessings in buying and selling according to the NS subject are something that must be aimed at. To get blessings, you must apply Islamic laws well, don't forget to provide service in a friendly, honest manner and always do good deeds . This will be a blessing in buying and selling, business will continue to grow and good fortune will continue to flow and goodness will continue to increase both for yourself and others .

Furthermore, another subject, namely MJ's mother, said that:

Blessings in buying and selling according to subject MJ are something that is beneficial both for himself and others, the main thing being the results in trying to always do good so that it is always a blessing and always increases the fortune you get.

From the statements above, the definition of blessing according to the Big Indonesian Dictionary is God's gift which brings pleasure and goodness to human life. Blessings are divine gifts that bring good luck and happiness

According to the term, blessing means *ziyaadatul khair*, namely increasing goodness (Penyusun, 2014). In Imam Nawawi's *Syarah Sahih Muslim*, blessing has two meanings: first, growth, development, or increase; and second, sustainable goodness. According to Imam Nawawi, the origin of the meaning of blessing is "plenty and eternal goodness". In everyday life, "seeking blessings" means seeking goodness or additional goodness, whether in the form of wealth, fortune, health, knowledge or good deeds (rewards) (Hanafiah & Jamalie, 2021).

In the Koran and Sunnah, blessing means lasting goodness, increasing goodness, or both. The prayer of blessing to the Prophet Muhammad which is often read during *tasyahud* contains both of these meanings. Ibnul Qayyim explained that praying for blessings for the Prophet Muhammad and his family means giving lasting and increasing goodness. This is the essence of blessing. According to Banjar traders, the meaning of blessing in buying and selling is synonymous with increasing goodness, as explained in the literature. In the context of buying and selling, "seeking blessings" means seeking goodness or additional goodness, whether in the form of increased wealth, fortune, health, knowledge, or good deeds (rewards) (Qoyum & Fauziyyah, 2019).

Abundance and increase in sustenance

Almost all Banjar traders interpret blessings as an abundance of good fortune. From As a result of interviews and observations, there were several Banjar trader's subjects who explained this, namely Mr. NS, who stated that:

Blessings in buying and selling according to the NS subject are something that must be aimed at. To get blessings, you must apply Islamic laws well, don't forget to provide service in a friendly, honest manner

and always do good deeds . This will be a blessing in buying and selling, business will continue to grow and good fortune will continue to flow and goodness will continue to increase both for yourself and others.

Furthermore, according to the subject, Mr. AS also explained regarding the abundance or increase in sustenance, namely:

Blessings in buying and selling according to AS subjects are something that is very important for trading purposes. always try to get halal sustenance, there are profits, always feel enough, the most important thing. To get blessings, you must apply Islamic laws well, not forgetting to provide friendly, honest and good service. This will be a blessing in buying and selling, the business will continue to grow and fortune will continue to flow.

Furthermore, according to the subject, ZB's mother explained:

Blessings in buying and selling according to the ZB subject are as the main means of worshiping Allah SWT . According to him, doing business is blessed with abundant sustenance , always hoping for Allah SWT to always be blessed with blessings in business or buying and selling so that it can provide a sense of comfort, if you always have extra sustenance you can help each other to help people in need with the results of the business you run. So that with this you can always have sufficient sustenance.

The same thing was also explained by the subject Mr. ABD, namely:

Blessings in buying and selling according to the subject of ABD are something that is aimed at, it will create comfort in trying, ease in doing business, ease in seeking sustenance, and ease in sharing, it can be beneficial for oneself, family and other people so that everything will be appreciated by the almighty giver of sustenance.

The next subject, Mr AD also explained:

Blessings in buying and selling according to the subject of AD are something that Allah gives as a result of halal trading activities. Applying Islamic rules in business, always being honest in buying and selling, being friendly and polite when buying and selling, employee rights are fulfilled, so that the results obtained are blessings in buying and selling, abundant and abundant fortune.

From the results of the interview, the definition of blessing in buying and selling shows similarities with the general definition of blessing. Barakah can mean the persistence of something, as well as the increase or development of something. Some people define barakah as "a greatness," especially regarding a gift or spiritual power from God. The scholars explain barakah as everything that is plentiful and abundant, both material and spiritual, including security, tranquility, health, wealth, children and age. Ar-Raghib al-Ashfahani stated that Al-Barakah is *thubut al-khair al-Ilahi fi ash-Shai'i*, namely the persistence of God's goodness in something. Ibn Manzhar explained that Al-Barakah is *annama' wa az-Ziyadah*, namely growing and increasing. He also added that at-tabrik is praying for someone or something to get blessings, as in the words *qultu lahu barakallahu 'alaika* (I said to him "may Allah bless you") (Jum'ah, 2014).

In the book *Mu'jam Maqayisil Lughoh* it is stated that lafaz has one original meaning, namely the permanence of something. In this book, Al-Khalil also says that blessing means increasing and developing. In the book *As-Sihah* means everything that is permanent and permanent. One of the words for blessing that leads to increased sustenance is in Surah Al-'Araf: 96 which reads "*If the inhabitants of the city had believed and were pious, we would have bestowed upon them blessings from the heavens and the earth, but they denied (Our verses), so We punished them for their actions.*"

In this verse there is the word *بركات* which means blessing and leads to a form of sustenance. So, Allah will open up for those who believe and are pious blessings from the heavens and the earth, namely raindrops from the sky and plants on the earth. The word blessing which is related to sustenance is further found in Surah Qaaf verse 9, namely: "*And from the sky We send down water that gives blessings, then We grow with (that water) shady trees and grain that can be harvested*"

This verse teaches that rain and plant growth are forms of sustenance given by Allah to all His creatures. This sustenance includes plants that provide seeds for storage and rain that fertilizes plants on earth. The concept of blessing also includes the addition or abundance of sustenance in various forms. In the context of buying and selling, the views of Banjar traders and literature show that blessings in transactions refer to

increasing sustenance, both materially and spiritually, such as security, tranquility, health, wealth, offspring, and others (Rusyadi, 2024). Thus, the meaning of blessings in buying and selling can be understood as an increase in abundant sustenance, covering various aspects of life blessed by Allah.

Useful for all groups

There are also Banjar traders who interpret blessings in buying and selling as a result that is beneficial for all groups. From the results of interviews and observations, there were several Banjar trader's subjects who explained this, namely Mrs. KH, who stated that:

Blessings in buying and selling according to the subject of KH is his main goal in his business. According to him, doing a blessed business is something that is really important, with blessings in doing business or buying and selling so that it can provide a feeling of comfort, increase the goodness in oneself so that we can help each other or be useful to people who are in trouble with the results of the business they are running. So that with this you can always have sufficient sustenance. It can even be exaggerated in terms of income and others.

Furthermore, the subject, MJ's mother, also explained:

Blessings in buying and selling according to subject MJ are something that is beneficial both for himself and others, the main thing being the results in trying to always do good so that it is always a blessing and always increases the fortune you get.

Furthermore, the subject ZB's mother also explained:

Blessings in buying and selling according to the subject of ZB are the main means of worshiping Allah SWT. According to him, doing business is blessed with abundant sustenance, always hoping for Allah SWT to always be blessed with blessings in business or buying and selling so that it can provide a sense of comfort, if you always have extra sustenance, you can help each other to help people in need with the results of the business you run. So that with this you can always have sufficient sustenance.

The same thing was also expressed by the subject Mr. ABD, namely:

Blessings in buying and selling according to the subject of ABD are something that is aimed at, it will comfort in trying, ease in doing business, ease in seeking sustenance, and ease in sharing, it can be beneficial for oneself, family and other people so that everything will be appreciated by the almighty giver of sustenance.

From the statements above from the subjects, it turns out that blessings are all good deeds that give rise to benefits. If someone is guided by the Koran, they will receive blessings both in this world and the hereafter. And if someone believes and is devoted to Allah and His Messenger, then Allah will open the door to blessings, from the sky in the form of rainwater and blessings from the earth, namely fertile soil and vegetation. (Kusaeri, 2017). The word blessing which refers to benefit is one of them explained in Surah Maryam verse 31: *"And He made me a blessed person wherever I was, and He ordered me to (establish) prayer and (pay) zakat as long as I live."* The verse uses the word "مباركا" which means "blessed". In the context of this verse, blessed refers to the Prophet Isa AS, who was mentioned in the previous verse. Blessed here describes that Prophet Isa AS is a figure who is blessed, meaning that he provides benefits to other people anytime and anywhere. Apart from being a perfect prophet, Prophet Isa AS also provided benefits to his people, taught goodness, preached the worship of Allah, and rejected evil deeds.

In the context of buying and selling, Banjar traders' views on the meaning of blessings in transactions are often related to providing benefits for all parties involved. This indicates that in every transaction, the value of goodness that produces benefits is important. Thus, the meaning of blessing in buying and selling is related to providing benefits for all parties involved (Adim, 2019).

Enjoyment, Tranquility , Peace and Comfort

There are also Banjar traders who interpret blessings in buying and selling as something in the form of a sense of calm, tranquility and comfort. From the interview results, there were several banjar trader subjects who explained this, namely Mrs. KH, who stated that:

Blessings in buying and selling according to the subject of KH is his main goal in his business. According to him, doing business that is blessed is something that is really important, with blessings in doing business or buying and selling so that it can provide a feeling of comfort, increase the goodness in oneself so that we can help each other to help people who are in trouble with the results of the business they are running. So that with this you can always have sufficient sustenance. It can even be exaggerated in terms of income and others.

Furthermore, the subject ZB's mother also explained the same thing:

Blessings in buying and selling according to the subject of ZB are the main means of worshiping Allah SWT. According to him, doing business is blessed with abundant sustenance, always hoping for Allah SWT to always be blessed with blessings in business or buying and selling so that it can provide a sense of comfort, if you always have extra sustenance, you can help each other to help people in need with the results of the business you run. So that with this you can always have sufficient sustenance.

The subject Mr. ABD further explained:

Blessings in buying and selling according to the subject of ABD are something that is aimed at, it will create comfort in trying, ease in doing business, ease in seeking sustenance, and ease in sharing, it can be beneficial for oneself, family and other people so that everything will be appreciated by the almighty giver of sustenance.

The same thing was also said by the subject Mrs. MLI

Blessings in buying and selling according to the MLI subject are Blessings in buying and selling or trading in the form of enjoyment, satisfaction, inner peace and advantages obtained in the results of trading. The element of the willingness or pleasure of Allah SWT, the willingness of the buyer, if both are willing and are not harmed or disappointed, that will be the satisfaction of the seller and the buyer and God willing, the results will be blessings plus the profits obtained

In terms of terms, the word "berkah" is identical to the word "barokah" in Arabic, which means pleasure or gift from God. In Arabic, "barokah" can also be referred to as "mubaarak" which means the blessed, and "tabarruk" which means asking for blessings. This term is often used synonymously with the word "blessing". According to the Big Indonesian Dictionary, "blessing" is defined as God's gift that brings enjoyment to human life. (Penyusun, 2014). Al-Barakah also means happiness, from the words of Allah SWT: "... (it is) Allah's mercy and His blessings poured out on you, O people of the temple... (QS. Huud: 73)". That the meaning of blessing in this verse means happiness. After explaining this opinion, Abu Mansur al- Azhari said "the same is true of what he said in the tahiyyat: *As-salamu'alaika ayyuha an-nabiyyu wa rahmatullahi wa barakatuh*, because whoever is blessed by Allah with something which Allah made the prophet happy with, then he has obtained blessed and lasting happiness (Kusaeri, 2017). Blessing, or in Arabic called "barakat", refers to special grace from God that is bestowed on His creatures as proof of His love. In the Koran, the word "barakat" is often associated with the majesty, privilege, love of Allah, and happiness felt by humans. In the context of buying and selling, Banjar traders' views on blessing include the meaning of pleasure, tranquility, tranquility and comfort. This shows that transactions that bring blessings do not only focus on material benefits, but also on happiness which includes spiritual and emotional aspects.

From this analysis, it can be concluded that blessings in business are the main goal pursued. Banjar traders at the Big Market in Palangka Raya City consider blessings in buying and selling as their main hope. They consider that buying and selling which brings blessings brings a lot of goodness in the fortune they obtain, which provides broad benefits and fulfills all their needs. This leads to the creation of calm and tranquility in the family and society.

The Meaning of Blessing in Trade by Anthropological Approach

The anthropological approach in the research "Buying and Selling 'Blessings' According to the Views of Banjar Traders in Palangka Raya City" focuses on how the concept of blessings is understood, experienced and practiced by Banjar traders in their social and cultural context. In interviews and observations, several Banjar traders such as Mrs. KH, Mr. NS, and Mrs. MJ interpreted blessings as increasing goodness which

includes aspects such as comfort, helping each other, and sufficient sustenance. An anthropological approach looks at how this understanding is shaped by cultural and religious contexts. In Banjar culture, Islamic values greatly influence their perspective on blessings. Increased goodness is not only understood in material terms, but also in spiritual and social forms, such as a sense of community and solidarity. Religious and traditional rituals, such as praying together before trading, can be a manifestation of seeking blessings (Mawardi et al., 2024).

Traders like Mr. AS, Mrs. ZB, and Mr. ABD see blessings as an abundance of good fortune which includes halal sustenance, sufficient profits, and ease in business. An anthropological approach examines how sustenance is perceived and experienced in the daily context of Banjar traders. In Banjar society, the concept of sustenance is often associated with efforts and divine blessings. Practices such as zakat, almsgiving, and integrity in trade are considered ways to obtain abundant blessings. In addition, patron-client relationships in trade can be a means of sharing fortunes and maintaining strong social networks.

Several traders such as Mrs. KH, Mrs. MJ, and Mrs. ZB interpret blessings as results that are beneficial to themselves and others. An anthropological approach highlights how this concept of benefit is applied in everyday social interactions. Banjar traders may have sharing practices, such as giving discounts to regular customers or helping neighbors in trouble. This is not only seen as a social act but also as a spiritual investment that is believed to bring greater blessings (Jamalie, 2019).

Traders such as Mrs. KH, Mrs. ZB, Mr. ABD, and Mrs. MLI interpret blessings as a sense of calm, serenity and comfort in doing business. An anthropological approach examines how these values manifest in trade practices. In the context of Banjar culture, comfort and tranquility may not only be achieved through material benefits but also through social and spiritual harmony. For example, a friendly and honest attitude in trading, as well as maintaining good relationships with customers and business partners, is considered important for creating a comfortable and peaceful business environment (Rusmaniah et al., 2023).

An anthropological approach reveals that the concept of blessing in buying and selling for Banjar traders in Palangka Raya City is not only understood from a material perspective but also spiritual and social. Blessing is seen as a combination of abundant fortune, increased goodness, benefits felt by all groups, and a sense of calm and comfort in running a business. Anthropological research highlights how cultural and religious practices shape Banjar traders' understanding and experience of blessings, including daily rituals, social relationships, and values passed down through generations. Thus, the concept of blessing becomes richer and more complex, reflecting the dynamic interaction between religious beliefs, local culture, and economic practices.

Islamic Economic Approach

Regarding "Buying and Selling Blessings According to the Views of Banjar Traders in Palangka Raya City" with an Islamic economic approach. This approach includes ethical aspects, basic sharia principles, and the main goal of the Islamic economic system, namely achieving human welfare (*falah*) both in this world and in the afterlife (Suardi, 2021).

Firstly, increasing goodness (*ziyaadatul khair*) in Islamic Economics. The principle of increasing goodness is very closely related to the goal of Islamic economics to achieve *falah*. In this context, traders not only pursue material gain but also broader good, including in the form of charity, benevolence, and contribution to society. This is in line with the concept of Maqasid al-Shariah which includes protection of religion, soul, mind, lineage and property (Suardi, 2021). Practical implementation can be seen from traders such as Mrs. KH and Mr. NS who apply this principle and tend to get blessings in the form of inner satisfaction, good relationships with customers, and stable business continuity. Their actions of being honest, friendly and doing good to others are a reflection of Islamic morals in business (Norvadewi, 2015).

Second, abundance and increase in fortune in Islamic economics. Abundance of fortune is a material form of blessing which is also recognized in Islamic economics. Halal, sufficient and abundant sustenance is the result of efforts based on sharia values such as honesty, justice and sincerity. This reflects sharia principles that encourage a balance between effort and *tawakkal* (submission to Allah). Practical Implementation Traders like Mr. AS and Mrs. ZB who emphasize abundant fortune as a blessing show the importance of integrity in business. They ensure that every transaction is carried out in accordance with Islamic law, which includes halal products, price fairness, and honesty in service. This helps create a fair and stable business environment (Pauji et al., 2022).

Third, beneficial for all groups in Islamic economics. Goodness that spreads to all groups is the core of the principle of *maslahah* (public benefit) in Islamic economics. Every economic activity must bring broad benefits and not harm any party. This concept is also related to zakat, *infaq* and alms which aim to redistribute wealth to create social welfare. Practical Implementation Traders like Mrs. KH and Mr. ABD who see blessings as

benefits for all groups try to run their businesses with the values of generosity. They not only focus on personal gain but also try to help those in need, both through alms and fair business practices (Jamal, 2016).

Fourth, Enjoyment, Tranquility, Peace and Comfort. Islamic Economic Analysis: This aspect reflects non-material welfare which is also the goal of Islamic economics. Tranquility and comfort are part of *falah* which not only includes material aspects but also spiritual and emotional. This shows the importance of *ihsan* (goodness in action) and noble morals in economic activities. Practical Implementation Traders like Mrs. MLI who associate blessings with calm and comfort show that blessings are not always in material form. A business that is run with good intentions, high ethics and customer satisfaction can provide happiness and inner peace which is a source of blessings (Kusaeri, 2017).

The Islamic economic approach to the results of this research shows that the concept of blessing in buying and selling according to Banjar traders in Palangka Raya City covers broad dimensions, both material and spiritual. Principles such as honesty, justice, generosity and inner satisfaction are important foundations for achieving blessings. Traders who practice sharia values in their business not only gain material benefits but also spiritual prosperity that brings calm and happiness. This is in line with the main goal of Islamic economics to achieve *falah* which includes prosperity in this world and the hereafter. Thus, this research confirms that the Islamic economic approach can provide comprehensive and holistic guidance for traders in running a profitable, fair and sustainable business.

This research confirms that the concept of "blessing" in buying and selling according to the views of Banjar traders in Palangka Raya City covers broad dimensions, both material and spiritual. The anthropological approach shows how cultural and religious values shape traders' understanding and practice of blessings, while the Islamic economic approach emphasizes the importance of sharia principles and the goal of achieving human welfare. Traders who practice sharia values and maintain integrity in their business not only gain material benefits but also spiritual prosperity that brings calm and happiness. This is in line with the main goal of Islamic economics to achieve *falah* which includes prosperity in this world and the hereafter (Suardi, 2021).

Thus, the concept of blessing in buying and selling for Banjar traders in Palangka Raya City is a complex combination of religious beliefs, local culture, and ethical and fair economic practices. This research provides comprehensive and holistic guidance for traders in running a profitable, fair and sustainable business

CONCLUSION

The meaning of buying and selling blessings according to the views of Banjar traders in the Big Market of Palangka Raya City is that they view blessings in buying and selling as the most important goal that must be achieved, to seek blessings in business there are several aspects that must be used or used in accordance with the demands of the Shari'a in doing business. , namely, honesty, not taking advantage of consumer ignorance by manipulating prices, Fulfilling property obligations, Transactions properly and with ease in transactions, Not consuming other people's assets in an incorrect way, Not neglecting worship and so on. So the meaning of buying and selling with blessings is that they get a lot of goodness in the fortune they get, that is, the fortune they get is useful for many things, which makes all their needs fulfilled. So as to create calm and tranquility in the family, surrounding environment and society.

This research reveals that the concept of "blessing" in the buying and selling practices of Banjar traders in Palangka Raya City includes material, spiritual and social dimensions. Anthropological approaches show how cultural and religious values shaped traders' understanding and practice of blessings, which include comfort, sufficient sustenance, mutual assistance, and a sense of community. Meanwhile, the Islamic economic approach emphasizes the importance of sharia principles such as *Maqasid al-Shariah* and *masalah*, as well as practices such as *zakat*, *almsgiving*, *honesty* and *good social relations*. Traders who practice sharia values and maintain integrity in their business not only gain material profits but also spiritual prosperity that brings calm and happiness, in line with the main goal of Islamic economics to achieve *falah*, namely prosperity in this world and the hereafter. Thus, the concept of blessing in buying and selling for Banjar traders in Palangka Raya City is a complex combination of religious beliefs, local culture, and ethical and fair economic practices, creating a business that is blessed, fair, and sustainable.

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