

Implementation Of Sharia Business Ethics On The Roadside Muslim Traders Around The University Of Muhammadiyah Sumatera Utara (Umsu) Medan

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Abstract: - *The purpose of this research is to know and analyze the activities of the roadside Muslims around the campus UMSU Medan and to know the implementation of Islamic business ethics in the business of the roadside Muslims around UMSU Medan. This type of research is qualitative descriptive research through interview and observation taking and questionnaires. The results obtained by Muslim traders around the UMSU do not do adverse elements for the buyer or consume generally in the perspective of Islamic Shariah studies. In this implementation of Islamic business ethics includes four aspects: principle, management, marketing/advertising and product/price.*

Keywords: *Islam business ethics, roadside moslem traders*

Introduction

The rapid development of the trading sector makes a very high demand for products in every field. Humans are grounded to always meet the and needs of a sustainable desire. This activity must be aligned with activities that provide good balance and equitable benefits. In the conduct of trading also has aspects that are highly influenced by the rules and business ethics that give meaning to the provision of goods or services (products) that are oriented to benefit. The ethical conduct of the business should also prioritize the absence of the parties who are harmed between the buyer and the seller, and for the parties to provide the product raw materials.

Currently, Muslim traders who sell their trades are only on the orientation of profit only, where the trader is selling his trades do not see from the principles and good business strategy of the Islamic side. It should be that the Muslim must have an obligation to implement the values and principles of Sharia into everyday life in order to align with what is believed and embraced. That is, in the business of trading a Muslim is not only seeking profit but to get blessings on the side of Allah SWT. Awareness and good understanding especially in the affair (trade) can be seen also in the daily life of a Muslim in the act and always try to the fullest extent possible to continue to conduct self-interaction so that the religion of Islam Provide a tangible and sustainable blessing for themselves as well as in the surrounding environment. This can be seen from the results of a business ethical implementation that is only for self-oriented and worldly profit orientated that could have been a matter of bad behavior and heinous conduct in business., (MD & Nursyamsu, 2017) or for sustainable good (Amalia, 2012). The fundamental difference between the Islamic economy and the materialism economy is that Islam does not separate the business with ethics, as it never separates the science with morality, ethics, war with ethics (Edi, 2014).

The activity of trading (doing business) is not separated from ethics in business. Business ethics in question about the moral interrelated, giving each other a good set of rules in the business

behave. It is also expressed by (Simorangkir, 1998) i.e. business is a human activity and therefore must be assessed from that moral point. In the current reality of moral value is increasingly collapsing which can also be involved more and more people who are still below the poverty line (Djakfar, 2012)

Therefore, it is necessary to apply and understand how to implement Sharia principles in all business models especially for Muslim sellers (Barus & Nuriaini, 2016) who are located around the education of UMSU Islamic College that has the value of Islamic Religi strong and cultured. There are several roadside Muslim traders, among which the roadside traders peddle the types of merchandise sold, from equipment accessories and Moslem clothing, the provision of perfume products, internet cafe, food and drinks ready, culinary meatballs/noodle chicken, satay, tofu cut, and other types of culinary, stationery equipment and computer type services to the seller and service providers recharge/counter pulse. Observations carried out also on the special Muslim traders who are on the roadside who directly conduct transactions with the buyer.

Literature Review

Definition of Business Ethics

The implementation of Islamic Business ethics includes four aspects: Principles, Management, marketing/advertising and product/price (Amalia, 2013). Overall, the coverage in Sharia business ethics absolutely refers to the basic principle of Sharia with a parktik to trade that has a clear basic rule. (Kolan, Jailani, Abu Bakar, & Latih, 2018), explained that business decisions must be based on faith (faith), comply with Islamic law, and avoid what is not permitted, in his article the business ethics code can be summarized in several items, namely: commitment, transparency, truthfulness, protection, fairness, reliability, and cooperation , privacy, and leniency.

Business ethics is an attempt to analyse the assumption of a business assumption, how people should act in a particular business structure (Tarigan, 2007). Business ethics is a subjective part that a business person must have. Trade according to Islamic rules, explaining the various ethics that Muslim traders have to do in carrying out buying and selling. (Rohmah, 2017) In the practice of Islamic Business ethics implication is done in accordance with the principle of sharia in which a reflection is thought about what to do or not to do. Ethical philosophy has a broad meaning as an assessment of morality (Nawatmi, 2010). Then (Muhammad, 2004) added that the moral indication in the middle of business activity has been thinning against the sense of Kepduli to others so that the business ethics is the same size on the morality

Business Ethics Sharia

Business ethics in Islam is a number of business ethical behaviors (Chastity Al Islamiyah) wrapped with sharia values that prioritize halal and haram ethically as intended behavior is to follow the command of God, (Amalia, 2013). Ethical behaviour is a moral attitude that a Muslim must have that is the fundamental principle in conducting all daily activities. The application of moral ethics will be a cornerstone of behavior that will provide good for the next time (Djunaeni, 2016).

Activities of Sharia business ethics that are not separated from the fulfillment of the needs and wishes of human beings in general relating to the business in the provider of goods or services in terms of trade. (Rohmah, 2017) He summarizes there are some things related to Sharia trading,:

- a. Sellers strive to provide the best service to consumers, so that consumers will feel they have been shopping according to Islamic sharia, where consumers do not buy the goods as desired but according to the needs.
- b. Seller runs the business honestly the quality of goods sold in accordance with the price, and the buyer is not stimulated to buy as many items.
- c. The best thing is not a matter of price that is set according to the market mechanism, but the status of the goods for sale is more mainstream. With the concept of consumer Sharia trading, most of the laypeople will feel protected from the purchase of goods by accident containing the Haram element contained therein.
- d. Indeed, goods and commodities sold must be applied to the open market, so that buyers know the market condition before making a large purchase. Seller may not take advantage of buyer's ignorance of market conditions and prevailing prices.

The main sharia trade in transacting is a contract. In the buying and selling system have a condition in it so that the sale is valid in Sharia law. The sense of the terms in buying and selling is something that is not a staple element but is an element that must be in it. If it does not exist, then the deed is deemed invalid. (Mujiatun, 2013). In addition, sharia trading in Muamalah study is not only in buying and selling, such as debt receivables, Trade, Union, lease, economic and monetary law, people and Family law, law of laws, constitutional law and legislation, International law and event laws that all focus on the property, rights and laws of the alliance.. (Hasanah, 2018). The scope has its conceptual and individual studies in the rules of Islamic law.

According (Baidowi, 2011), Sharia system prioritizes the legal and ethical aspects of the necessity of implementing the principles of Islamic Business law and ethics, such as the principle of worship (al-tauhid), equation (al-musawat), freedom (al-hurriyat), justice (al'adl), each other to help (al-ta'awun), and tolerance (al-tasamuh). These principles are a basic foothold in the Sharia economic system, while business ethics regulates the legal aspects of ownership, management and distribution of property, namely rejecting monopoly, exploitation and discrimination as well as demanding Balance between rights and obligations. (Rohmah, 2017) The ethics of Muslim traders, among others is :1. Shidiq (honest); 2. Amanah (responsibility); (Dewi, 2017) 3. No cheat; 4. Keeping promises; 5. humble; 6. No forgetting to the end of the time. (Juliana, Sulthan, & Fathir, 2019) Islamic Ethics in its research, namely is; Administrative Order, responsible, justice, freedom, and truth.

Discussion and Conclusion

From the observation and interviews to roadside traders around the UMSU for application in Sharia business ethics is very good because there is understanding in the principle of sharia principles, namely is, amanah, fathanah, siddiq, tabligh. (Iswanto, 2019). The traders provide the freedom for the buyer to see and choose directly the goods to be purchased and be kind, friendly and polite. Buyer can change the goods that have been purchased which is due to damage or defective goods (trust/Not cheat), trader in offering his trades according to what is offered (Siddiq). Provide freedom by freely to buyers or consumers who already know what is needed (Fathanah) and offer goods by explaining the usability and benefits (Tabligh). The basic principles of Sharia business ethics implication of merchants around the university are generally applied even though the service of the place due in roadside areas may still be less satisfactory. Next, (Amalia, 2013) Provide results from Islamic business ethics which includes four aspects: principle, management, marketing/advertising and product/price. In the environment around

UMSU, Muslim traders who hawking trading provide information and offers that appeal to buyers who are dominated by UMSU students. Start with the display of products that are being loved to high competition price. Price competition is very dominated in selling will open the opportunity of a favorite place or student subscriptions and do not miss a marketing strategy by picking up the ball. The current campus sales strategy also began to demand because the sellers already know the buyers and at any time can order orders and will be delivered directly by the seller.

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