

BUSINESS ETHICS IN THE LIGHT OF THE PHILOSOPHY OF ETHICS

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ABSTRACT

This research is about business ethics in the review of the philosophy of ethics, how the basic concept of business philosophy, how business ethics against the philosophy of ethics, and how the analysis of business ethics against the philosophy of ethics. In general, it is classified into two types, the first is descriptive ethics which emphasises the study of moral teachings that apply, discussing the problem of good and bad, human actions in living together. Secondly, normative ethics studies the teaching of good and bad norms as facts, there is no need to propose rational reasons for the teaching, it is enough to reflect on why it is a must. The theory of business ethics is teleology theory and deontology theory. Business ethics from the views of eastern philosophers, and western philosophers, as well as Islamic philosophers. Descriptive method with quantitative approach. This research has produced the conclusion that in the perspective of philosophy, ethics is understood as a philosophical reflection on morals, ethics is more of a normative discourse, but it does not always have to be imperative, because it can also be hypothetical, which talks about the conflict between good and bad, which is considered a relative value in the view of rational humans in acting. Ethics can also be seen as an art of living that leads to happiness and culminates in wisdom. While in the perspective of Islamic philosophy, ethics is loaded with theological content, the value of goodness based on the Qur'an and sunnah.

Keywords: Business ethics, Descriptive ethics, Normative ethics, Theology, Deontology

INTRODUCTION

Business development in Indonesia is increasingly prominent in complexity, competition change and uncertainty. This situation creates sharp competition between companies, thus forcing companies to pay more attention to the environment that can affect the company, so that companies know what kind of marketing strategy and how it should be applied in the company. This is also felt by business activities such as home.

Indonesia's economic growth is projected to be more challenging in 2019 as global economic uncertainty persists. The World Bank revised its projection of Indonesia's economic growth in 2019 to only 5.2% from 5.3% previously. The pressure faced by Indonesia comes from foreign capital outflows, exchange rate weakness, capital market corrections, and declining foreign exchange reserves. The projection was made by the World Bank in its Global Economic Prospects report released on Tuesday, 8 January 2019 in Washington DC. Assistant Director of the Communication Department of Bank Indonesia (BI), Irwan revealed that there are 3 challenges for the Indonesian economy in 2019. First, the global economy is weakening, which has an impact on Indonesia's weakening exports. Second, the current account deficit reached 3% of Gross Domestic Product (GDP). Third, the problem of downstream industries that must begin immediately (Ginting, 2019). Furthermore, Vice President Jusuf Kala mentioned that the Indonesian economy in 2019 still faces the threat of the US-China trade war, the Middle East conflict, and the weakening of the Chinese economy which has an impact on the decline in exports and economic growth.

In the modern world, business ethics and social responsibility are serious subjects in contemporary business discussions on policy planning, process management, and even by governments. It is generally understood that business ethics is the application of moral

values or standards in business policies, institutions, and behaviour, the application of which will be able to increase long-term profitability and goodwill gained from a positive image and business carried out.

Business ethics is one of the disciplines that deals with the above business issues in various contexts. Business ethics offers a set of business values, in order to bridge the above issues with its changes without deviating from the meaning of the essence of life. The meaning of the essence of life is not merely the fulfilment of the needs of life but the search, meaning and dedication for the sustainability and welfare of individual and social life both in this world and in the afterlife.

In the context of corporate business, the application of business ethics is faced with issues that include: human resources and technology. At the process level, business ethics is faced with classic problems such as cash flow, personal network, quality, competition, and endurance. Business ethics is faced with the problem of inadequate human resource quality, entrepreneurial motivation and the desire for "quick success". Similarly, in technology, business ethics is faced with the demands of technology, which requires total speed and efficiency in the work system to achieve a purpose in business.

LITERATURE REVIEW

Business ethics is a set of values about good, bad, right, wrong in the business world based on the principles of morality. In another sense, business ethics means a set of principles and norms that business actors must commit to in their transactions, behaviour, and relationships in order to achieve their business objectives safely. While the central point of Islamic ethics is to determine human freedom to act and be responsible because of his belief in the omnipotence of God. However, human freedom is not absolute, in the sense of limited freedom. With this freedom, man is able to choose between good and evil, right and wrong, halal and haram.

In general, ethics is classified into two types; the first is descriptive ethics which emphasises the study of applicable moral teachings, discussing the issue of good and bad human actions in living together. The second is normative ethics, a study of the teaching of good and bad norms as a fact, there is no need to offer rational reasons for the teaching, it is enough to reflect on why it is a must. Normative ethics is divided into two: general ethics that talks about goodness in general, and specialised ethics that talks about the consideration of good and bad in a particular field. In everyday life the notion of ethics is often equated with morals, even further reduced to etiquette. Morals are related to good and bad judgements about basic matters related to human values, while ethics/etiquette are related to social behaviour, good manners, and the benchmark for judgement is appropriate or inappropriate.

In addition, there is another term related to morals, namely norms. Norm means measure, guideline, rule, rule of consideration and judgement. Norms are values that belong together in a society that have been embedded in deep emotions as a mutual agreement (Charis Zubair: 20) Norms are of several kinds: norms of manners, legal norms, moral norms, religious norms. Each of these norms has a sanction. The phenomenon that occurs in Indonesian society today is that people are only afraid of legal norms that have clear and firm sanctions whose implementation is based on the power of force. Moral norms, which are based on human consciousness and have no real sanctions, are being abandoned. The essence of the difference between humans and other creatures is in the moral aspect. In morals man finds the essence of his humanity, so ethics and morals should be the basis of human behaviour with all his consciousness. When moral norms (morality) are not feared/respected, society will be chaotic. Morality has a universal value, which should be

the spirit of the foundation of human action. Moral norms emerge as an enormous force in human life. Moral norms have a greater influence than norms of good manners (the opinion of society in general), even with legal norms that are the product of the authorities. On the basis of moral norms people take a stand and judge other norms. (Magnis Suseno: 21) Thomas Aquinas argues that a law that contradicts the moral law will lose its power.

METHODS

To facilitate data processing, the following methods are used:

- a. Descriptive Method
Descriptive method is a method of examining the status of a human group, an object, a set of conditions, a system of beliefs, or a class of events in the present.
- b. Analytical Method
The analysis method is the way used to obtain scientific knowledge by conducting a breakdown of the object under study or how to use a certain scientific object by sorting between one understanding and other understandings, to simply obtain clarity about the case.
- c. Interpretation Method
The method of interpretation is to dive into the work of a character, to capture the meaning and nuances that the character intended characteristically.

RESULTS AND DISCUSSION

Ethics as a philosophy studies views, issues related to the problem of morality. Ethics in the study of philosophy is very interesting to philosophers in responding to the meaning of ethics more seriously and deeply, as stated by Aristotle. Aristotle in his book *Nikomacheia Ethics*, explains the discussion of ethics into two important things, namely first, ethics as *terminus techius*. The definition of ethics in this case is a science that studies the problem of human deeds or actions. Secondly, ethics is interpreted as manner and custom, where ethics is understood as something related to manners and customs (customs) inherent in human nature that are bound to the notion of "good and bad" a human behaviour or action.

Business comes from the word business in English. According to the Oxford dictionary, there are several idioms of Business, namely:

1. an activity that someone is engaged in;
2. work that has to be done or matters that have to be attended to;
3. the practice of making one's living by engaging in commerce;
4. trade considered in terms of its volume of profitability;
5. commercial house of firm.

Meanwhile, there are several definitions of business. Alma (2006:21) collects at least three definitions of business. First, Hughes and Kapoor state that business is an organised individual business activity to produce and sell goods and services for profit in meeting the needs of society. Second, business is a total number of businesses including agriculture, production, construction, distribution, transportation, communication, service businesses and government engaged in making and marketing goods and services to consumers.

Third, a business is an institution that produces goods and services needed by society. From the three definitions above, business includes two basic things, namely activities and institutions. Activity refers to all human actions and activities, starting from the search for ideas, the application of ideas in doing business to the problem of evaluating and monitoring business activities. While institutions refer to institutions or business entities that are a means of doing business, such as companies, cooperatives, home industries, shops, factories, and so on.

From the two definitions concerning philosophy and business, it can be concluded that what is meant by business philosophy is a deep contemplation of the values, behaviour, and usefulness of the use of business, in an effort to make life good and better.

The above definition describes a straight or linear flow of life where human life is considered to be always going in a better and better direction. However, reality shows that there are many people who fail in their business. Not a few people who go bankrupt in their commercial endeavours. So it needs to be asked where the role of business philosophy is in dealing with business failures. This is where business philosophy talks about how someone who is about to jump into the business world must have a right perspective on the successes and failures they will encounter. Someone who has the ability to be philosophical in his business will see failure not as a loss of the material he has. However, he will rather see failure as a delayed success or profit. Where he will capture the existence of the failure as his challenge for more efforts to try and try again. He will get the failure when he stops trying. That is the essence of failure: stopping to try.

Systematically, the scope of Business Philosophy includes aspects of ontology, epistemology and axiology of business. Ontology involves an examination of what business is about. This means an examination of the issues studied by business and the nature of these issues. For example, about humans as business people, about the market as a business institution, about ethics and so on. Business epistemology examines the method, method in achieving or achieving or doing a business activity. While business axiology concerns the issue of what benefits will be obtained from doing business activities.

CONCLUSION

In a philosophical perspective, ethics is understood as a philosophical reflection on morality. Ethics is more of a normative discourse, but it doesn't always have to be imperative, as it can also be hypothetical. It discusses the conflicts between what is good and bad, which are considered relative values in the rational view of human actions. Ethics can also be seen as the art of living that leads to happiness and culminates in wisdom.

Meanwhile, from an Islamic philosophy standpoint, ethics is imbued with theological content, with the goodness based on the Quran and Sunnah. Starting from this religious epistemological foundation, the concept of ethics in Islam is developed in such a way that it can encourage individuals to perform good deeds. Ethics serves as guidelines in actions, guiding and reminding individuals to engage in valuable and beneficial actions that must always be obeyed and implemented because they bring collective well-being. This is as explained in the ethical thinking of Al-Farabi, Ibn Miskawaih, and Al-Ghazali, which are oriented more towards the happiness and salvation of individuals in this world and the hereafter based on religious doctrines. Additionally, the thoughts of Sheikh Yusuf Al-Makassari emphasize the importance of ethics or morality for an individual.

Suggestions

- a) Regardless of how dire the situation is in the business world, most genuine business people yearn for a business environment that adheres to sound business ethics. This means conducting business that is solid, robust, reliable, and thrives on its quality, contributing something valuable to society and the nation.
- b) Business ethics is a matter of business efficiency. Only when businesses within this country are conducted according to appropriate business ethics standards can the nation's economy become healthy and resilient.
- c) Various problems in human life in this modern era require a solution through the perspective of Business Ethics in the Quran. As members of the Islamic community, we are required to utilize the guidance provided by Allah in the form of the Quran. It is

- recommended to extract guidance from the Quran using thematic tafsir methodology and various interpretation techniques, resulting in comprehensive interpretations.
- d) Regarding the research I conducted, it delves into the ethics of business from a philosophical perspective. It essentially seeks to explore the understanding of ethics or morals to raise awareness of the dangers of conducting business without prioritizing ethics. Therefore, it is hoped that Muslim business practitioners will participate in realizing business ethics in their business activities.
 - e) I acknowledge that this thesis is far from perfect; therefore, I request constructive suggestions to improve the quality of this thesis.

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