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## Business Law Ethics in the Perspective of Muhammadiyah Values: The Challenge of Applying Business Ethics in the Modern Era

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### Abstract

The rapid development of information and communication technology in Indonesia's business sector has made the existing business sector increasingly complex and competitive. The application of strong ethics is very important to maintain integrity and trust among business actors, considering that the challenges faced by business actors are also based on Islamic principles. The perspective of Muhammadiyah values, which are based on Islamic teachings that prioritize justice and ethics, has an important point in making a significant contribution to overcoming the challenges that exist in business ethics today. This study aims to identify and analyze the principles of business law ethics from the perspective of Muhammadiyah values, exploring the challenges faced in the application of business ethics from the perspective of Muhammadiyah values in the modern era. This research uses a literature study research method, which is a series of activities related to collecting library data, reading and recording, and managing research materials. The context of this research is important to examine in order to strengthen the position of business ethics from the Muhammadiyah perspective.

**Keywords:** Business Ethics Challenges in the Modern Era; Business Law Ethics; Global Business; Islamic Business Ethics; Muhammadiyah Values.

## **Etika Hukum Bisnis dalam Perspektif Nilai-Nilai Muhammadiyah: Tantangan Penerapan Etika Bisnis di Era Modern**

### **Abstrak**

Perkembangan teknologi informasi dan komunikasi yang terjadi begitu sangat cepat dalam sektor ekonomi bisnis di Indonesia membawa sektor bisnis yang ada semakin kompleks dan kompetitif. Penerapan etika yang kuat menjadi sangat penting untuk menjaga integritas dan kepercayaan di antara pelaku usaha, mengingat bahwa tantangan yang dihadapi oleh pelaku bisnis, juga berlandaskan pada prinsip-prinsip Islam di dalamnya. Perspektif nilai-nilai kemuhammadiyah yang berlandaskan ajaran Islam yang mengedepankan keadilan dan etika, memiliki suatu poin penting dalam memberikan kontribusi yang signifikan dalam mengatasi tantangan yang ada dalam etika bisnis yang ada saat ini. Penelitian ini memiliki tujuan untuk melakukan identifikasi dan analisis terhadap prinsip etika hukum bisnis dalam perspektif nilai-nilai kemuhammadiyah, mengeksplorasi tantangan yang dihadapi dalam penerapan etika bisnis dalam perspektif nilai-nilai kemuhammadiyah di era modern. Penelitian ini menggunakan metode penelitian studi literatur yakni serangkaian kegiatan yang berkaitan mengumpulkan data kepustakaan, membaca dan mencatat, serta mengelolah bahan penelitian. Konteks penelitian ini penting untuk dikaji untuk memperkuat posisi etika berbisnis dengan perspektif pandangan Muhammadiyah.

**Kata Kunci:** Etika Bisnis Islam; Etika Hukum Bisnis; Globalisasi Bisnis; Nilai-Nilai Muhammadiyah; Tantangan Era Modern

### **INTRODUCTION**

Muhammadiyah, which is an Islamic movement, has a substantial influence in Indonesia. This organization was initially established in the 20th century, marked by the existence of a fairly complex social and political dynamic (Aisyah Khoirunni'mah Al Mufarriju, 2024). Historically, the formation of the Muhammadiyah organization has the purpose of appreciating the contribution and role in the progress of the Indonesian nation (Beck, 2009).

The practice of colonialism applied by the Dutch to the Indonesian nation, in the late 19th and early 20th

centuries had a great impact on society, especially on Islamic religious activities, as well as the application of ethical politics, causing dissatisfaction among Muslims (Putra & Mas'udi, 2018). The dissatisfaction felt by Muslims in Indonesia has caused a loss of independence and religious identity of the Indonesian people.

In addition to playing an important role in religion, the Muhammadiyah organization also plays an important role in the history of social development, education, and community welfare in Indonesia (Kaffah & sw, 2024). Since its establishment by KH Ahmad Dahlan

in 1912 in Yogyakarta, Muhammadiyah has become one of the main forces that shaped the face of modern Indonesia. In recent decades, Muhammadiyah's contribution to Indonesia's progress has received increasing attention and in-depth study from researchers and academic (Nurhayati & Idris, 2018).

The leaders of the Muhammadiyah organization played an important role in fostering a sense of nationalism and preparing the public to achieve independence, becoming the main focus in the tracing of history (Thohir et al., 2021). Through their efforts in the socio-economic, and political fields, this organization instilled a strong foundation for Indonesia's independence struggle (Nurhayati & Idris, 2018). Not only that, Muhammadiyah also helps national development, especially in the education sector (Afifah & Mariana, 2024).

In the early phase of its formation, Muhammadiyah emerged as a reformist movement that aimed to purify Islamic teachings from practices that were considered deviant and improve the morality and character of Muslims (Miswanto & Arofi, 2012).

Currently, the Muhammadiyah organization and the teachings of Muhammadiyah values have experienced rapid growth and significant expansion not only to education but also to the development

of economic activities (Imamul Hakim & Muslikhati, 2022). The awareness of Muslim scholars to return to the teachings of the Qur'an and Hadith has given birth to thoughts about the application of an economic system based on Islamic economic principles (Abdullah Masmuh, 2020). The birth of this awareness ultimately gave birth to the course of Islamic sharia in economic life which more or less changed the mindset from the capitalist economic system to the sharia economic system, including in the business world (Nawatmi, 2010). These principles serve as guidelines for Muslims to conduct business activities that are in accordance with Islamic law and have ethical values (Putra & Mas'udi, 2018). Understanding and applying Islamic business ethics is an important aspect for people who want to run a business that is halal, ethical, and brings blessings. By studying and practicing business ethics, Muslims can play a role in creating a business system that is fair, moral, and brings prosperity (Rafiqi et al., 2024).

In this modern era of fierce competition, globalization, and rapid technological development, the application of business ethics in line with Muhammadiyah teachings faces significant challenges. These challenges include economic pressures, regulatory complexities, and corporate cultures that sometimes prioritize profit over ethical principles. In addition, the influence of

consumerist culture and individualism often hinders Muslim entrepreneurs in maintaining their commitment to Islamic values (Zaman, 2017).

Due to the high level of consumerism in society, many businesses are only focused on making big profits, without considering the quality and ethical business practices that should be applied. Several violations of consumer protection regulations regarding misleading information to consumers have occurred due to rapid globalization and the vision and mission of business actors to compete for large profits, resulting in products that cause losses to consumers (Perwira, 2021).

A case study in Solo City found reports of a restaurant called Ayam Goreng Widuran that was proven to use food ingredients that were not halal for consumption by Muslims (Sari, 2025), even though the restaurant's slogan stated that the food products sold were halal. In terms of business ethics and consumer safety and security principles, the behavior of the business owner clearly violated positive law in Indonesia and Islamic business ethics.

Muhammadiyah teaches that facing these challenges requires strengthening character and ethical education for business people. It is important to emphasize the importance of harmony between material gains and adherence to moral and religious principles (Darwis, 2017). In practice, Muhammadiyah

business people are expected to be role models in business transactions that are not only profitable for the parties involved, but also have values of fairness, as well as values that are beneficial and bring blessings to the wider community.

The application of business ethics in the perspective of Muhammadiyah values in the modern era aims to make a significant contribution to creating a more equitable economic system and economic legal system that supports collective welfare (Saifullah, 2011)). This requires collective awareness, commitment, and innovation that combines Islamic principles with the dynamics of modern business to overcome various existing challenges.

Referring to the introductory explanation above, it is necessary to design a number of more detailed questions to support a comprehensive analysis, including how are the principles of business law ethics in the perspective of Muhammadiyah values and what are the challenges faced in applying business ethics in the perspective of Muhammadiyah values in the modern era?

## **RESEARCH METHODS**

This research is a normative legal research conducted by examining literature materials (secondary data) (Muhaimin, 2020). The research method used is a literature study, which is a series of activities related to the procedure of collecting data from

literary sources, the process of reading and note-taking, and the processing of research substance (Ariawan, 2023).

This study uses a qualitative approach that aims to describe the situation in organizations and communities, and data collection methods whose results are presented in the form of narratives, rather than numbers (Maulidiyawati et al., 2024). The analysis applied in this study was descriptive-qualitative, which is a method that attempts to provide a detailed and comprehensive description of the subject and object of the study in accordance with the findings obtained (Sharma, 2023).

The focus of this research data is on secondary data, which is available data, including primary or main legal materials, which are legal norms with binding legal force. Furthermore, secondary legal materials are complementary legal materials, such as draft legislation and academic papers (Metz, 2006).

## RESULTS AND DISCUSSION

### **Principles of Business Law Ethics in the Perspective of Muhammadiyah Values**

Globalization and business competition today, make business ethics and business law one of the influential and relevant topics in business activities. Given that today's economic activities that have a very important role in daily life are business activities (Sirait, Siswadi, et al., 2024). This is because it can create added

value for a country in strengthening the economy, adding jobs for the unemployed, and meeting the needs and desires of the community or consumers.

International integration, business expansion and incessant business competition occur, requiring business ethics and business law to be the focus of attention that is important to be paid attention not only by entrepreneurs, consumers but also the concern of the state (Butarbutar, 2019).

Business ethics and business law are closely related aspects and have a great influence on the business world (Shapiee et al., 2012). Ethics is related to the assessment of actions that are considered good and bad, and also related to the moral rights and obligations of the parties. Not only that, ethics also includes the analysis and application of concepts such as right and wrong, good and bad, and responsibility in running a business, and some people often ignore ethics in doing business (Hidayana & Hendra, 2023).

Some parties engaged in business activities focus solely on profit without considering whether the methods used in their transactions, behavior, and interactions are right or wrong. This can ultimately harm both other parties and the business operators themselves (Hidayana & Hendra, 2023). Business laws applicable in Indonesia, such as Law No. 5 of 1999 concerning Prohibition of Monopolistic Practices and Unfair

Business Competition and Law No. 8 of 1999 concerning Consumer Protection, are factors that influence the manifestation of business ethics governing business activities in Indonesia. (Acker et al., 2013).

Ensuring that a business contributes maximally to society and the country requires ethical responsibility on the part of the business operator. This responsibility must be accompanied by appropriate legal provisions so that sanctions in the form of penalties can be imposed on parties who clearly violate existing regulations.

Al-Islam Kemuhammadiyah (AIK) as spirituality in carrying out national activities in Indonesia means uniting AIK's values with the reality of life. Al-Islam Kemuhammadiyah is understood as a guide to the right path, social capital, a means to God, and a path to achieve happiness in this world and the hereafter. This is a way to increase spiritual and social righteousness (Jahaydi et al., 2020)

Islam establishes the Quran and Sunnah as the primary sources for the basis of human life (Rafzan & Rizal, 2023). All matters pertaining to the life of this world and the hereafter have been arranged in *The Quran* and *As-Sunnah*, including economic and business aspects. Studies in Al-Islam Kemuhammadiyah (AIK) include various important aspects that serve as the basis for each of us who lives in society (Pajarianto & Muhaemin, 2020). Values such as personality,

family, social, organizational, economic, citizenship, love of nature, education, and art are values that play a role in shaping the character of strong and principled citizens.(Rafzan & Rizal, 2023).

According to Tarjih Muhammadiyah, business ethics is a set of norms based on *aqidah*, *shari'ah* and *Morals* sourced from *The Qur'an* and *as-Sunnah* (Majelis Tardjih, 2003). These norms serve as a guide in carrying out business activities and everything related to them. The scope of business includes all activities of production, distribution, consumption, and trade of goods and services, and the impact they cause, both in the short and long term. (Majelis Tardjih, 2003).

A business activity can be considered good according to Islam if it is able to provide benefits in this world and in the hereafter. (Putra & Mas'udi, 2018). Business ethics principles such as prohibiting doing business in an improper manner, prohibiting usury, prohibiting coercion or At-Tauhid, the obligation to maintain the trust of members or Al-Amanah, and Al-Maslahah, which has a positive impact on the surrounding environment (Estijayandono, 2019), As well as Ash-Shidq avoiding excessive justification and explanation of products, including business ethics principles according to the Quran, this is a minimum principle that must be followed by business actors from an

Islamic perspective (Putra & Mas'udi, 2018).

Business activities must have social values and functions, for example through zakat and alms. *The Quran* It is strictly forbidden to reduce the right to the goods or commodities being measured or weighed, as this is considered an unjust act (Darwis, 2017). This principle also emphasizes the importance of maintaining economic and social balance, guaranteeing safety and the common good, and avoiding damage and injustice in society.

The role of business ethics for business actors is a guideline that assesses what actions are allowed and not allowed to be done, in addition to ethics in business is the main requirement for a company or business actor to maintain its consistency by building a healthy business culture (Sulasih et al., 2024). In practice, business ethics reflects the extent to which business actors uphold moral values in every aspect of their business, as does business law.

The principles of business law ethics in Indonesia have a role in business practice as a fair and reliable legal foundation. Business law is influential in business practices such as, creating a structured and explicit substance of rules, protecting all entities involved in business operations, finding solutions to business conflicts that occur with appropriate legal rules, encouraging the growth of business activities that

are conducive to the development of the times (Rustandi & Lah, 2023).

Etymologically, in the principles of halal business ethics, it refers to things that are permitted and allowed, and not prohibited. The principle of halal is important and essential for Muslims to pay attention to. Consuming halal products has many benefits for the body and is also considered good behavior in spiritual terms (Aaqilah et al., 2025).

As in the case experienced by residents of Solo, where a restaurant was proven to have violated Law Number 8 of 1999 concerning Legal Protection (Haq, 2025). LP2K explains that consumers have the right to file a class action lawsuit and seek compensation for damages resulting from such violations. Another case was found at PT. Anjinomoto, which was proven to have committed fraud (Aaqilah et al., 2025).

The principles of shidiq and bayan strongly emphasize that business practices must prioritize products whose origin and safety are suitable for consumption. In fact, PT. Ajinomoto's products were declared non-halal and their marketing process was withdrawn. These two cases illustrate the importance of applying business ethics based on Islamic values to ensure legal certainty and justice for Muslim consumers.

The business law ethics of Muhammadiyah values in the context of their application are almost in line with the business law ethics applied by

business actors in general. Islamic teachings have become a way of life that cannot be denied because these teachings are comprehensive and universal, and the rules are clear and applicable. There is no aspect of human life that is not regulated in Islam, including in the business world. ***Challenges Faced in the Application of Business Ethics in the Perspective of Muhammadiyah Values in the Modern Era***

The application of business ethics in the perspective of the principles of Muhammadiyah in the modern era faces various complex and diverse challenges. In this discussion, we will explore some of the main challenges faced in the application of business ethics based on the values of Muhammadiyah (Pain, 2023).

One of the main challenges faced by business people who want to implement business ethics based on the values of Muhammadiyah is globalization. In the era of globalization, companies are not only competing in the local market but also in the international market (Vrontis et al., 2024).

This competition often encourages companies to prioritize short-term profits over ethical principles. Many businesses are caught up in unethical practices, such as fraud, corruption, or labor exploitation for profit. In this context, the values of Muhammadiyah that emphasize honesty, justice, and social

concern are often ignored (Estijayandono, 2019).

Business people need to find a balance between pursuing profits and maintaining ethical integrity in their business practices (Wulandari et al., 2025). This requires a strong commitment to Islamic values and a deep understanding of the consequences of their actions, both in the short and long term.

Globalization has created an increasingly connected world, where companies compete in international markets that make it difficult for businesses to adapt to globally applicable business practices. Today's international business practices are more or less not always in line with Islamic values (Ahadiani et al., 2024). For example, fierce competition can encourage companies to prioritize short-term profits, even if it means ignoring the principles of honesty and fairness promoted by Kemuhammadiyah.

Another challenge faced is that technological developments and digitalization also bring their own challenges in the application of business ethics. (Lestari & Merthayasa, 2022). The presence of digital platforms and e-commerce has enabled current business models to operate more efficiently and reach a wider market. However, on the other hand, technology has also given rise to various ethical issues, such as the protection of consumers' personal data, the spread of misinformation,



and manipulative marketing practices (Sirait, Siswadi, et al., 2024).

In the context of the values of Muhammadiyah, business actors must be able to maintain transparency and accountability in the use of technology and ensure that the technology used does not harm consumers and society in general. This includes respecting customer privacy, not spreading misleading information, and providing high-quality products and services (Sirait, Nugraha, et al., 2024). Applying ethical principles in the use of technology requires a good understanding of the risks and responsibilities that come with it.

In addition, modern society is often faced with shifts in moral and social values in conducting business activities. Attitudinal values such as materialism, hedonism, and individualism become more dominant, which can obscure understanding of ethics and morality (Idayanti et al., 2019). In this environment, businesses may find it difficult to maintain ethical principles based on Islamic teachings.

The values of Muhammadiyah, which emphasize social concern, justice, and responsibility, are often marginalized. Business people should strive to educate themselves and others about the importance of ethics in business as well as the impact of unethical practices on society and the environment. Muhammadiyah's role as an organization that cares about humanity and the environment is very important in restoring focus on higher

spiritual values. (Pratama & Firmansyah, 2024).

Uncertain economic conditions, such as global economic crises or market fluctuations, often force companies to make difficult decisions, so businesses are easily tempted to sacrifice ethical principles to maintain business continuity. The values of Muhammadiyah emphasize the importance of justice and responsibility towards others (Aisyah Khoirunni'mah Al Mufarriju, 2024).

To deal with economic uncertainty, business actors must adhere to the principles of Kemuhammadiyahan values and build trust and loyalty among all parties involved. The goal is to build trust and loyalty among employees and customers, which will ultimately support business sustainability in the future. In this way, a strong commitment to business ethics principles through the perspective of Kemuhammadiyahan values can result in business practices that are not only profitable, but also beneficial to all parties involved.

## CONCLUSION

From the results and discussion above, it can be concluded that the application of business ethics based on Muhammadiyah values is necessary for today's business people. Faced with various significant challenges in the unstoppable modern era, which encourage unethical practices for short-term gains, technological

developments that bring new ethical dilemmas, and changes in social values and morality that blur the understanding of ethics and social responsibility.

Although these challenges are complex, it is important for business people to remain committed to the ethical principles taught by Islam, including honesty, justice, and concern for society. The existence of these principles and values in conducting business activities will increase ethical awareness and education among business people themselves. Furthermore, awareness

of the importance of Islamic principles and values in business will also expand business collaboration with organizations and educational institutions.

This will encourage the creation of more ethical and sustainable business practices. Through these efforts, Muhammadiyah values can be properly and correctly integrated into business activities, especially in Indonesia, and provide benefits not only to companies but also to the entire community.

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