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DIMENSIONS OF BALANCE FOR ISLAMIC BUSINESS SUCCESS

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In the Islamic perspective, business is an important means for the sake of increasing the economic welfare of mankind and a means of improving the quality of worship to Allah. However, humans still often take the road as if business is the ultimate goal of life of which economic prosperity is the sole measure of success. They often forget that the purpose of their lives is to worship Allah, the Creator. With such an attitude, their main focus in running a business is to pursue the highest profit by ignoring the factors of ethical values, human values, and even divine values that should be preserved. There is still an assumption that business success is with a single measure, namely big profits.

This paper tries to convey the idea of several things that need attention for Muslim entrepreneurs in achieving their business success. There are at least five dimensions that need attention, namely the vertical dimension of his or her relationship with Allah, the Creator; and the horizontal dimension of relationships with fellow human beings, both as consumers and suppliers, as well as his or her relationships with the environment, both physically and socially.

Vertical Relationship with Allah, the Creator

People who believe should obey Allah and His Messenger (PBUH) in all their activities, including in business. The conduct of business should not violate the provisions of Allah and His Messenger (PBUH), which is by doing falsehood and tyranny, and doing business according to what is permitted by the provisions of values taught by Islam, which are rights, and do not mix right and wrong. Allah has given a gift to humans in the form of life guidance (Hudan) in the form of the holy Qur'an. With this guide, humans can distinguish what is right and what is wrong and get an explanation of what should be done and what should be abandoned. By following

the instructions of Allah and His Messenger (PBUH), business people will be kept away from business practices that are not commendable. In addition, these business actors will also use their business results to be a means of doing good that will benefit the people as a form of worshipping Allah.

Relationship with Consumers

Business people must realise that consumers are potential for profit in doing business. Failure to reach customers is failure to do business. For business continuity, business people should treat consumers as well as possible and provide the maximum benefit to them. Consumers should not be deceived, cheated, lied to, and exploited to get a short-term (short-term) business advantage. This is a very bad ethical violation, which, of course, in the long run will destroy the business itself. Islam is very firm in prohibiting cheating, lies, and injustice (tyranny). Isn't the best of people those who benefit others? The presence of a business should contribute greatly to the benefit of the community, not only benefit from the community per se. Businesses that provide great benefits to society will be guaranteed long-term survival.

Relationship with Suppliers

Besides depending on consumers, business continuity will also depend on suppliers, namely those who provide input materials for business operations, including workers. It is not possible for business people to provide everything needed in running the business themselves, and, definitely, they need other parties to provide it. Therefore, the continuity of the relationship with the supplier needs to be sustained as well as possible. Exploitation of the suppliers in the short term may be profitable, such as buying at very low prices with delayed payments or paying wages too low, but, in the long run, they will inevitably leave the business contract and choose other business contracts that are more profitable and more promising. The suppliers,

including the workforce, need to be treated fairly without oppression.

Relationship with Social Environment

In addition to the ritual aspect, Islam is also very concerned with the aspects of sensitivity and social care. This means that a Muslim, including a Muslim businessman, has other Muslim responsibilities, especially those who need help, by spending some of the sustenance that is allocated for them. This is a manifestation of one's noble character and piety. Islam has taught us to mutually help each other in goodness and piety. This social concern is highly emphasised, starting from the scope of family, relatives, friends, neighbours, within the scope of the society and the state. The form of social concern for Muslim business people is to not forget the giving of zakat, infaq, and alms. It should be realised that the obligation of paying zakat is equivalent to the obligation of performing prayers. Related to this, if the business has produced wealth that has reached the nisab limit, then the business person should not forget this obligation.

Relationship with the Physical Environment

Another aspect that needs attention from Muslim business people is the importance of protecting the environment so that there is no damage. Islam has prohibited all

forms of environmental destructions, either directly or indirectly. In connection with this, in running a business, the business people also have a responsibility to the environment so that no damage occurs, all of which will have an impact on the security and survival of the community, especially around the implementation of the business, both in the short and long terms. Disposal of hazardous waste polluting the environment will disrupt the ecosystem of life around it, including threats to humans today and in the future. Likewise, the excessive exploitation of nature for the sake of production will also have an impact on environmental damage, especially non-renewable sources, and the depletion of natural resources, which can interfere with the interests of future generations.

All in all, a business can be said to be successful if it pays attention to the five dimensions as discussed above. The completion of these dimensions will, in sha Allah, help the business to achieve success in the long term.

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