



Ethics, Morals and Morals and Factors Affecting Ethics

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ABSTRACT

Human life can never be separated from binding values, rules and norms. In this life, humans show their ethics, morals and also their manners in socializing. Ethics are very important for all areas of human life, including in business. Islam as a religion that is very concerned about its people has also provided clear rules regarding ethics, morals and manners. The purpose of this paper is to discuss Ethics in Islam. Ethics in language is the science of what is bad and about moral rights and obligations. Ethics also means the values of right and wrong that a person holds. Ethics means manners or social behavior. The basic meaning of ethics is ethos (Greek). Ethics is part of the science of philosophy. Ethics is often equated with ethics and morals, but many experts also distinguish between the two. The method of this writing is the Lebrary Riseach method. In this paper the author discusses the definition of ethics, the urgency of ethics, factors that influence ethics, the Koran and hadith in ethics.

Keywords: *Ethics, Islam, Moral*

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INTRODUCTION

Business ethics as a set of values about good, bad, and wrong in the business world based on the principles of morality (Manuel & Herron, 2020; Ogbuke dkk., 2022; Sholihin dkk., 2020). In another sense, business ethics means a set of principles and norms to which business actors must commit in transacting, behaving, and relating in order to achieve their business objectives based on ethics (Ferrell dkk., 2019; Martin dkk., 2019; Schaltegger & Burritt, 2018). Ethics for a person is manifested in moral consciousness, which contains the belief that something is right and not (Robert dkk.,

2020; Volarevic dkk., 2018; Winfield & Jirotko, 2018). The feeling that arises that he will be wrong if he does something that he believes is not right departs from moral norms and feelings of self-respect if he abandons it. Actions taken by him must be accountable to himself. The same applies to his attitude towards others if the work bothers him or if he is praised for it.

Normatively, ethics in the Qur'an has not shown as a structure that stands alone and separate from other structures, as understood from science and morals (AFLAH dkk., 2021; Toumi, 2019; Udin dkk., 2022). The structure of ethics in the Qur'an explains more about the values of goodness and truth both at the level of intentions or ideas to behavior and temperament (Düşmezkalender dkk., 2021; Nasution & Rafiki, 2019). This is even more emphatic when seen from the depiction of the attitude and behavior of the Prophet Muhammad PBUH who is referred to in the Qur'an as having great morals (Aldulaimi, 2020; Musa dkk., 2020; Romi dkk., 2020). The existence of these values is open, exploring all lines of life. Business ethics in the Qur'an from this perspective.

Not only can it be seen from the aspect of ethics partially, because even business in the view of the Qur'an has been integrated with ethical values itself. The Qur'an clearly describes unethical business behaviors, which can be traced to the origin of falsehood in business. For a Muslim, the conventional paradigm of man as homo economicus' (an economic actor who seeks profit for himself without regard for the interests of others) is not fully in line with Islamic ethical values. Therefore, the morality concept in the Islamic perspective is promoted at the time of the enlightenment of axioms that are already well known (from the capitalist system, for example). As a result, the general human appreciation of materials must slowly be shifted through the direction of the imperative signs of sharia. This value shift is expected to help form a manual application system of the sharia economic product mechanism, because the content of the "brightest and im perspective is the existence of a revelation-based moral dimension.

RESEARCH METHODOLOGY

The method used is the literature review method which will explain the theory of Islamic business ethics.

RESULT AND DISCUSSION

Explaining ethics, morals, and morals

Etymologically, according to Endang Syaifuddin Anshari, ethics means action, and is related to the words Khuliq (creator) and Makhluq (created) (De Clercq dkk., 2018; Hanapi dkk., 2019; Padela, 2019). However, it is also found that the notion of ethics comes from the plural word in Arabic "Akhlāq". The Mufrad word is khulqu which means sajiyyah: temperament, murliah budi, thab 'in tabiat, and adab: adab (politeness). Ethics is generally identified with morality (Abbas dkk., 2019; Mohammad dkk., 2018). Although both are related to the good and bad of human actions, ethics and

morals have different definitions. In a nutshell, while morals are more inclined to the notion of "the good and bad value of every human action, ethics studies good and bad".

So, so to speak, ethics serves as the theory and good and bad deeds ethics or ilm al-akhlaq) and morals (akklag) are the practice (Husin & Kernain, 2020). Often what is meant by ethics is all actions that are born of the impulse of the soul in the form of good or bad actions. Ethics is a branch of philosophy that studies human behavior (Al-Shamali dkk., 2021; Awang dkk., 2019). The word ethics comes from the Greek word Ethos which means custom. Ethics is a system of behavior of a person or group of people that is composed of a system of values or norms taken from the natural symptoms of a group of people.

The term ethics is defined as a standard of conduct that leads individuals, ethics is a study of the legal and right and moral actions that a person does (Harriss dkk., 2019; Vallaster dkk., 2019; von Haehling dkk., 2021). Aristotle defined ethics as a collection of rules that must be obeyed by humans (Hagendorff, 2020; Longo dkk., 2020; Olteanu dkk., 2019). Ethics also has a stress on the study of existing value systems. Therefore, if we relate ethics with trade in Islam, it will give birth to a conclusion that trade must refer to Islamic values that have been standardized from the original source, namely al-quran and al-Sunnah."

If ethics is defined as a collection of rules as expressed by Aristotle, then trade ethics in Islam can be interpreted as a trade that must comply with a collection of rules that exist in Islam. The use of the term ethics is equated with morals, while the similarity lies in the object, namely both discuss the good and bad of human behavior. The difference is that ethics determines the good and bad of human beings with the benchmark of reason. While morals by determining it with the benchmark of religious teachings (al- Quran and al-Sunnah). From this description we can conclude that the teaching of ethics is guided by the goodness of an act that can be seen from its contribution in creating the good life of fellow human beings, the good and bad of a person's actions can be seen based on the size of the good or bad deeds of a person, then the benchmark is the mind. In addition to ethics, there is also something that can determine whether an action is good or bad, namely morals. However, in determining whether an action is good or bad, the benchmark in morals is the Qur'an and al-Sunnah.

"Moral" comes from the Latin word "mores" which means precepts or rules of life. Susila comes from Sanskrit which means the basics, principles or rules of life (sila). The word "su" means better. So, susila can be translated as: better rules of life. According to Fudyartanta, morals are a collection of values and norms to guide the behavior of society. Morals are applied in a society or region. Morals do not belong to a handful of people, but to the community with all its members.

Thus, in general, "ethics / morals / morals" is "the soul / spirit that underlies the behavior or work of a person or society." Ethics and morals emphasize personal behavior, while morals emphasize social provisions. According to Abul A'la Maududi in his book *Ethical Viewpoint of Islam (Islamic Morality)*, it is said that Islam provides a

comprehensive code of conduct for individuals and shows the way to reach moral greatness so that a truly good society can be built.

Similarities and Differences between Ethics and Morals

There are similarities and differences between ethics and morals. Among the similarities are that ethics and morals are both behaviors that are driven from within, not because of external encouragement or influence (Berwick, 2020; Brady dkk., 2020). Among the differences between ethics and morals are: 1) Ethics originates from human thoughts, feelings, desires (copyright, taste, karsa), while morals originate from what comes from God. 2) Ethics comes from humans which is relative and subjective, so ethics is relative and subjective. Whereas morals come from God, who is the Absolute, then morals are absolute. 3) Ethics are local, because ethics vary based on differences in society, region, nation and so on. Whereas morals are universal because religious teachings are unverfsal, not for a particular nation and region. 4) Differences in sanctions. Violations of ethics receive moral sanctions from the community such as lying or cheating in buying and selling transactions, causing those who lie or cheat not to be recognized.

The urgency of business ethics

Business is an activity that has gone global. Every facet of life is colored by business. To a large extent, countries are involved in the business process. Each country has its own resource characteristics so it is impossible for all countries to feel fulfilled by all the resources they have (Coldwell dkk., 2020; Jonny dkk., 2022; Nilsen, 2023). From European expeditions looking for spices in Asia to the international oil trade is proof that from the past until now a country cannot survive without the existence of business with other countries, Today, the influence of globalization is also a driving factor in the creation of broader international trade. The plurality of economies and trading systems is evolving into a unified system that needs each other. Multinational exports and imports are becoming commonplace. National commodities can be exported to generate revenue for the country, and foreign products can be imported to fulfill the needs of the domestic market. Every country continues to explore overseas business not only to get what they want, but also to raise the level of the existing economy. It is undeniable that multinational business is an opportunity to gain coffers of money to increase the level of the economy, especially developing countries which on average have low currency exchange rates.

Developing countries benefit from the ease of exporting their domestic goods to the outside world and the ease of getting foreign investors as investors for domestic businesses (Lähdesmäki dkk., 2019). Meanwhile, developed countries are easier to get the goods or services they want... There is a wide open opportunity so there must be competition to get it. Here are two kinds of advantages that can be used as capital to achieve success: 1) Absolute advantage, when a country can produce a product that is cheaper and/or higher quality than other countries. for example, Indonesia has the advantage of having abundant natural resources such as oil. So Indonesia can sell oil more cheaply. 2) Comparative advantage, when a country produces a good more

efficiently or better than other countries producing the same good. For example, sports car manufacturer Ferrari uses integrated technology to manufacture racing cars.

Not all global business opportunities can be seized immediately. There are several barriers that can block international trade such as social and cultural differences, economic differences and legal and political differences (Aktar dkk., 2021; Nambisan dkk., 2019). Companies must be able to address these barriers. In addition to socio-cultural, economic and legal-political, what companies need to pay attention to is Business Ethics. Business ethics is good or bad behavior based on individual beliefs and social norms by distinguishing between good and bad. The existing Code of Ethics originates from the views of children to adult behavior, experience, the development of values and morals, and the influence of friends. The purpose of creating a code of ethics is: 1) Increase public trust in business. 2) Reduce the potential for government regulation issued as a control activity. 3) Providing a guide to being accepted as a businessperson. 4) Provides responsibility for unethical behavior. Social responsibility is also important. Social responsibility is a concept in which a company is connected to social and environmental surroundings in terms of business processes and company interactions with its stakeholders. The social responsibility of the business world is not only oriented towards social commitments that emphasize humanitarian approaches, compassion, religious or moral callings, and the like, but it is an obligation that should be carried out by business people in participating in overcoming social problems that afflict society.

The era of globalization is an era or time in which all human activities are related to technology, in this era there are many developments, especially in the field of technology, for example in this day and age, in this day and age human life and activities must be related to high technology and technology as a very important auxiliary tool in the human fields themselves (Grubler dkk., 2018; Riley dkk., 2019). Judging from the fact that in this day and age all human activities must be related to technology. A small example is that nowadays meatball traders who usually sell meatballs go around from one area to another pushing or carrying their meatball carts, nowadays it is rarely seen anymore.

Nowadays, meatball vendors are synonymous with selling using motorcycles or other vehicles. That is a small example where in this day and age everything is sophisticated and economical. Therefore, the more advanced or advanced an era is, the level of competition will be even higher, meaning that humans in this era of globalization are competing to use existing facilities to achieve various goals. One of them is competition in the business field. Business is something that many people are interested in because they see the many benefits and the ease of working because of the sophisticated facilities. Lots of enthusiasts suddenly jumped in and participated in business activities. Nowadays, all human activities are almost entirely assisted by machines such as cellphones and other electronic goods.

Therefore, it can be used as a tool for ease of doing business or running a business. For example, a dumpling vendor who usually carries or goes around using a

cart from one place to another is rarely seen anymore. Currently more dumpling traders use motorbikes to peddle their wares, it is an example of the development of the times today. So, the more the times develop, the more competitive the business will be. Businesses are increasingly in demand by the public because they are tempted by the benefits and convenience of today's technology.

The relationship between technology and business activities and the impact of globalization and technological change on business ventures. Observed from our current knowledge in combining resources to make a product that we want. In technology business activities really need very sophisticated technology to help activities between producers and consumers to make the process faster and more efficient. Factors that cause a change in the overall world economy, namely the first factor is globalization or the development of international competition and explosive global development. The second factor is very rapid technological development and change.

Observing the above reasons, the relationship between advanced technology and business is very close, especially in the current era of globalization. Globalization also naturally selects which ones will survive. Companies must be able to adjust to the market balance and must be able to provide what people need. How to successfully do business in the era of globalization with the development of the current world economy is as follows: 1) We must continue to innovate. 2) Be creative to foster the spirit of entrepreneurship. Must be prepared to face the high competition between the local market and the global market. 3) At all times must take advantage of opportunities in order to compete in the global market.

In addition, we must also pay attention to ethics. A businessman must have good traits such as honesty in doing business, willing to learn in the face of failure and avoid greed or greed. Business ethics is an effort that encourages business people to comply with and face healthy competition. Businessmen must be able to determine which actions should be carried out or avoided, have a responsible nature and not be easily influenced by others. S elsewhere, doing business in the era of globalization is one of the human efforts in obtaining goods and offering services.

In general, the business world is closely related to one's understanding of economics, which is closely related to the production, purchase and exchange of goods and services involving people or companies. Doing business emphasizes more on a method while the businessman is the person who carries out the activity itself. Sometimes the habits of our society business is very identified with the existence of a company in the understanding based on economic science. People who are or who hold full power in a company certainly have a very large share in developing a business.

Doing business in the era of globalization certainly has many breakthroughs. It comes with opportunities, challenges, threats and advantages along the way. The global era that is starting to be rich in information and technological advances has made many business models develop rapidly. This development of course results in many significant changes in the business world. Today's era of globalization has affected many changes in the global market and spread to the business world on a micro scale.

Globalization and technological developments encourage the selection and elimination of even advanced business models. Globalization in the business world is like a natural selection that cannot be avoided.

Factors influencing Ethics

A person's ethical behavior in running a business is influenced by three main factors, namely cultural differences, knowledge, and organizational behavior (Choi & Kim, 2018; Hurst dkk., 2021; Kozáková dkk., 2021). 1) Cultural differences (cultureorganization) The business behavior of Indonesians is certainly different from that of Russians, Americans, South Africans, or Indians. Similarly, Sundanese people have different business behavior from Batak, Madurese, or Javanese people. All this is due to cultural differences. 2) Knowledge The more one knows and the better one understands a situation, the better the chance of making ethical decisions. 3) Organizational behavior The basis of business ethics is ethical awareness and includes standards of conduct. Many organizations are well aware of the need to establish company rules related to behavior and provide trainers to introduce and provide an understanding of ethical issues.

Qur'an and hadith business ethics

عَنْ أَنَسِ بْنِ مَالِكٍ رَضِيَ اللَّهُ عَنْهُ أَنَّهُ قَالَ قَالَ نَهَى رَسُولُ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ عَنِ الْمُخَافَلَةِ وَالْمُخَاضَرَةِ وَالْمُلَامَسَةِ وَالْمُنَابَذَةِ وَالْمُزَابَنَةِ – رواه البخارى

"Anas ibn Malik r.a. reported: The Prophet (peace and blessings of Allaah be upon him) forbade the sale of muhaqalah (fruit on the tree), muhadharah (fruit that is not yet ripe or green and its quality is not clear), raba (buying and selling without knowing the size, type and quality of the goods), throwing and muzabanah". (HR. Al-Bukhari)

In another hadith of the Prophet. Affirmed;

عَنْ ابْنِ عَبَّاسٍ قَالَ: قَدِمَ النَّبِيُّ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ الْمَدِينَةَ وَهُمْ يُسْلِفُونَ فِي النِّمَارِ السَّنَةَ وَالسَّنَتَيْنِ فَقَالَ مَنْ أَسْلَفَ فِي تَمْرٍ فَلْيُسْلِفْ فِي كَيْلٍ مَعْلُومٍ وَوَزْنٍ مَعْلُومٍ إِلَى أَجَلٍ مَعْلُومٍ – رواه مسلم

"Ibn Abbas r.a. reported: The Prophet (peace and blessings of Allah be upon him) came to Madinah and they were accustomed to doing salam contracts for fruits for one year and two years. He said: Whoever does a salam contract, let it be done with a certain measure, a certain weight for a certain period of time." (HR Muslim)

يَا أَيُّهَا الَّذِينَ آمَنُوا إِنَّمَا الْخَمْرُ وَالْمَيْسِرُ وَالْأَنْصَابُ وَالْأَزْلَامُ رَجْسٌ مِنْ عَمَلِ الشَّيْطَانِ فَاجْتَنِبُوهُ لَعَلَّكُمْ تُفْلِحُونَ. – المائدة: 90

"O you who believe, indeed drinking alcohol, gambling (sacrificing to) idols, casting lots with arrows, are abominable deeds among the deeds of the devil. So avoid those deeds so that you may have good fortune". (QS. Al-Ma'idah: 90)

فَإِنْ لَمْ تَفْعَلُوا فَأْذَنُوا بِحَرْبٍ مِنَ اللَّهِ وَرَسُولِهِ وَإِنْ تُبْتُمْ فَلَكُمْ رُؤُوسُ أَمْوَالِكُمْ لَا تَظْلِمُونَ وَلَا تُظْلَمُونَ. – البقرة: 279

"So if you do not do it (give up usury), then know that Allah and His Messenger will fight you. And if you repent (from taking usury), then to you shall be the substance of your wealth; you shall not wrong nor be wronged". (QS. Al-Baqarah: 279)

إِنَّهُ لَا يَفْلِحُ الظَّالِمُونَ. – القصص: 37

"Surely there will be no victory for the wrongdoers". (QS. al-Qashash: 37)

الَّذِينَ يَأْكُلُونَ الرِّبَا لَا يَقُومُونَ إِلَّا كَمَا يَقُومُ الَّذِي يَتَخَبَّطُهُ الشَّيْطَانُ مِنَ الْمَسِّ ذَلِكَ بِأَنَّهُمْ قَالُوا إِنَّمَا الْبَيْعُ مِثْلُ الرِّبَا وَأَحَلَّ اللَّهُ الْبَيْعَ وَحَرَّمَ الرِّبَا – البقرة: 275

"Those who eat (take) usury cannot stand but as one who is possessed by a demon because of insanity. That is because they say that buying and selling is the same as usury, whereas Allah has made buying and selling lawful and usury unlawful" (al-Baqarah: 275).

CONCLUSION

It can be concluded that ethics is defined as a collection of rules as expressed by Aristotle, so trade ethics in Islam can be interpreted as a trade that must comply with a collection of rules that exist in Islam. The use of the term ethics is equated with morals, while the similarity lies in the object, namely both discuss the good and bad of human behavior. The difference is that ethics determines the good and bad of human beings with the benchmark of reason. While morals by determining it with the benchmark of religious teachings (al- Quran and al-Sunnah). From this description we can conclude that the teaching of ethics is guided by the goodness of an act that can be seen from its contribution in creating the good life of fellow human beings, the good and bad of a person's actions can be seen based on the size of the good or bad deeds of a person, then the benchmark is the mind. In addition to ethics, there is also something that can determine whether an action is good or bad, namely morals. However, in determining whether an action is good or bad, the benchmark in morals is the Qur'an and al-Sunnah.

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