

ANALYSIS OF HIJAB ID SCARVES BUSINESS COMPETITION ACCORDING TO THE PERSPECTIVE OF ISLAMIC BUSINESS ETHICS

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Abstract

Healthy competition in business will lead to positive outcomes as it prevents consumer dissatisfaction. The beneficiaries of such healthy competition are undoubtedly the consumers themselves, business operators, and producers. The aim of this research is to investigate the analysis of the hijab business competition at ID Scarves from the perspective of Islamic Business Ethics. This study employs a qualitative and field research approach, gathering data through interviews and observations. The findings indicate that ID Scarves engages in business competition effectively in accordance with the principles of Islamic Business Ethics, which include healthy competition, honesty, good and sympathetic behavior, transparency, and justice.

Keywords – *Business Competition, Islamic Business Ethics*

INTRODUCTION

As time goes by, Muslim women wear more and more different types of hijab, especially after the arrival of the modern era. The world of modern fashion has begun to attract the attention of Muslim women, and many businesses and entrepreneurs sell and market their goods that are tailored to the needs of Muslims. (Wajdi et al., 2023)

Nowadays, many women, especially adults, use the hijab trend as a Muslim fashion style. In addition to its main purpose to cover the aurat, the hijab seems to be increasingly popular among young people. As a result, the number of people wearing it is increasing. Therefore, it is not surprising that many business people today make selling the hijab their main business, one of which is ID Scarves (Rahmadani, 2022). ID Scarves is a hijab brand that sells hijabs that are often worn by Muslim women every day. This hijab business is located in the Katamso Banjarmasin Subuh Minggu market. They offer various types of hijabs such as triangular and square hijabs with trendy designs and in accordance with local fashion tastes. This business focuses on using high-quality materials and provides a variety of attractive colors and motifs for its customers. (Rasyid et al., 2023)

The business sector has experienced significant growth in the current era. This can be seen from the number of companies selling the same goods and services. Companies compete for market share and consumers because of similar products. To win this competition, companies must create new innovations to attract consumers. Companies must do things that are considered effective and efficient and innovate continuously. As a result, the company can be guaranteed to survive in the long term (Rahmadani, 2022).

Business competition is often perceived as one of the main forces of the market. However, competition between business actors can sometimes turn into fierce rivalry. As a result, the importance of business ethics as a tool to control such competition. Business ethics in Islamic culture is not only about things like piety, halal, and haram, but also involves the entrepreneur's knowledge, innovation, effective use of resources, wise risk taking, and financing in accordance with Islamic principles (Rosmaya et al., 2022).

Based on the problems described in the previous paragraph, this paper will discuss business competition in the hijab id.scarves business further. Then it will be discussed how business competition in the perspective of Islamic business ethics in the hijab ID Scarves business.

RESEARCH METHODS

1. Approaches and Methods

This type of research is field research, which is a type of research conducted by examining the research object directly to obtain specific and realistic data. This study uses a qualitative descriptive approach. This shows that the data collected does not come from numbers, but from personal documents, memo notes, field notes, and interview results (Abdussamad, 2021). Therefore, the purpose of qualitative research is to describe the reality based on the experience behind the phenomenon in depth, detail, and comprehensively. In addition, to complete the description by providing a description and analysis of the Hijab ID Scarves Business Competition According to the Perspective of Islamic Business Ethics.

2. Data and Data Sources

a. Primary Data

Primary Data according to Amirin is data that is directly obtained from the first source at the research location or research object. According to Bungin, primary data is data obtained from the first source that contains research data or information (Rahmadi, 2011). Primary data was collected by researchers through direct interviews with the business owner directly, namely the Owner of Hijab ID Scarves.

b. Secondary Data

Secondary data, according to Amirin, is data obtained from non-original sources and contains information or research data. Data obtained from second sources, or secondary sources, are considered by Bungin as secondary data (Rahmadi, 2011). The research data from the second source referred to includes scientific publications, research reports, documents or archives obtained from various sources related to the problem being raised. Researchers use secondary data to support or complement research.

3. Data collection technique

The data collection technique used by the author in this study is by using the interview technique, namely collecting data by asking a number of oral questions to the interviewee. The interview technique can also be used to collect data by asking directly to informants or research respondents.

In addition to using interview techniques, researchers also use observation techniques. Observation means paying close attention to what is seen. Observation in research is called a way of seeing or observing the behavior of individuals or groups being studied directly. Observation can be done directly or indirectly. Direct observation involves observing the object of research at the location and time of the incident. Indirect observation involves the use of certain tools, such as a series of slides, videos, films, or photos (Rahmadi, 2011).

RESULT & DISCUSSIONS

1. Hijab ID Scarves Business Competition Analysis

Business competition is a situation where business actors compete independently to obtain customers by offering good goods or services at competitive prices. One form of this competition can be seen in the ID Scarves hijab business, which involves the following aspects:

a. Competing Parties

The most important players in controlling competition are business actors. Business actors will conduct their business based on their understanding of the business field they are engaged in, including the competition that occurs. Business competition, especially in the hijab business in the current market, is very tight, considering the increasing number of new players emerging and the development of the Muslim fashion industry. Local brands that have already entered the market today, in addition to having a well-known name, they are also well-established and have a strong customer base, often becoming the main competitors of hijab brands such as ID Scarves, for example the brands Zoya, Elzatta, and Buttonsscarves. (Yusuf, Abduh, et al., 2023)

b. How to Compete

Effective competition involves a variety of strategies and approaches, depending on the context. To compete with other sellers, ID Scarves uses several strategies

to attract buyers, for example presenting unique hijab designs, using high-quality materials that are comfortable to wear and durable and offering competitive prices without sacrificing quality and providing maximum service to ensure customer satisfaction. The steps or considerations that ID Scarves takes to determine product prices are calculating the total cost of raw materials used, calculating packaging costs, conducting market research and determining the desired profit margin based on production costs and market prices. In addition, ID Scarves always innovates by launching the latest collections every week, which makes consumers always look forward to new products from ID Scarves. The marketing strategy currently used by ID Scarves is to maximize creative promotions using digital media such as Instagram. (Juhaidi et al., 2023)

c. Competed products

In addition to the competing parties, in terms of how to compete, products (goods/services) are the most important thing in business competition. With healthy competition, it is very important to have a strategy to maximize product excellence and comfort. ID Scarves prioritizes maintaining product quality. Therefore, to maintain product quality, ID Scarves collaborates with factories or garment factories that have experience and good reputations in hijab production and implement strict quality control (QC) procedures at every stage of production, from cutting materials to final finishing. (Hamid et al., 2023)

2. Analysis of Islamic Business Ethics Perspective in Hijab ID Scarves Business Competition

Islamic business ethics are morals in conducting business activities in accordance with Islamic values, so that in practice there is no need to worry about doing business because it has been considered good and right. Islamic business ethics refer to the nature and behavior of business actors and the business practices themselves. (Azhari, 2021)

a. Healthy Competition

Healthy competition is competition that goes together without bringing down or criticizing other parties, but rather supporting each other to achieve mutual success. ID Scarves is committed to ensuring that every form of competition is always based on business ethics and honesty. With a primary focus on improving

the quality of products and services, they strive to provide the best to customers. ID Scarves believes that through integrity and dedication to excellence, mutual success can be achieved, creating a harmonious and sustainable business environment. (Lawang et al., 2023)

b. Honesty and openness

Honesty is the main foundation in building trust between sellers and customers, becoming the basis of every successful and sustainable business relationship. ID Scarves ensures that all of its business operations and activities are carried out with full honesty, namely by providing clear and complete descriptions or explanations of the products, services, prices, and quality offered. They always strive to present accurate and transparent information, so that customers can make the right decisions and feel satisfied with their choices. Thus, ID Scarves not only builds trust, but also creates a strong relationship with their customers, which is based on the principles of honesty and openness. (Anshary et al., 2023)

c. Behave well and be sympathetic

Behaving well and sympathetically in the business world means always prioritizing good manners or ethics, which are the basis for harmonious and mutually beneficial relationships. ID Scarves applies this principle in every aspect of its operations, by always responding to customer inquiries and requests in a friendly, attentive, and positive manner. They understand that by providing sincere service and treating customers with respect, they not only meet expectations, but also create a pleasant experience for customers. This good behavior becomes a significant added value, strengthening customer trust in the products and services offered by ID Scarves. Over time, this approach helps build strong long-term relationships and high customer loyalty, as well as creating a strong and positive reputation in the market. (Faridah et al., 2023)

d. Justice

Competitive fairness is a principle that ensures that competition between businesses or competitors in the market takes place in a fair and healthy environment without bringing each other down. ID Scarves is committed to ensuring that competition is based on innovation, product quality, superior service, and honesty, not just relying on competitive pricing strategies. (Abidin

et al., 2023) They believe that competitive advantage must be achieved through continuous improvement in quality and service. In implementing this principle of fairness, ID Scarves strives to provide equal and fair service to all customers, without discrimination based on gender, race, religion, or other backgrounds. Thus, ID Scarves not only promotes healthy competition, but also creates an inclusive and ethical business environment. This commitment helps them build strong and trusting relationships with customers, and strengthens their reputation as a fair and reliable business. (Yusuf, Azhari, et al., 2023)

CONCLUSION

Based on the description and discussion above, as well as the results of the interview research conducted, the following conclusions can be drawn regarding the analysis of ID Scarves hijab business competition from the perspective of Islamic business ethics:

1. Business competition is a situation where business actors compete independently to obtain customers by offering good goods or services at competitive prices. Business actors are the most important players in controlling competition. They will run their business based on their opinion about the business sector they are engaged in including the competition that occurs. Effective ways to compete involve various strategies and approaches, depending on the context. ID Scarves competes in the competitive hijab industry with brands such as Zoya, Elzatta, and Buttons scarves. They focus on design innovation, high-quality materials, competitive prices, and good customer service. In setting prices, ID Scarves considers the cost of raw materials, packaging, and profit margins based on market research. They also continue to innovate by launching new collections regularly. To ensure product quality, ID Scarves collaborates with trusted factories and implements strict quality control. With this strategy, ID Scarves aims to maintain and improve its position in the hijab market.
2. Islamic business ethics are morals in conducting business activities in accordance with Islamic values, so that in conducting business there is no need to worry, because it has been believed that it is something good and right. Islamic business ethics refer to the nature and behavior of business actors and the business practices themselves. ID Scarves implements Islamic business ethics seriously in competing in the hijab industry.

They prioritize healthy competition based on honesty, openness, good behavior and sympathy, and justice. In managing its business, ID Scarves not only focuses on product innovation and service quality, but also ensures that every interaction with customers is based on high moral values. With this approach, they not only build strong trust, but also create a harmonious and sustainable business environment, where justice and honesty are the main foundations in every decision and action.

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