

# APPLICATION OF PROPHET MUHAMMAD SAW'S BUSINESS ETHICS IN MAMA ALI'S STALL BUSINESS

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## *Abstract*

*This research was conducted to find out how the Business Ethics of the Prophet Muhammad SAW were implemented in Mama Ali's Warung Business. The type of research used is field research. In this research, the author used a research approach in the form of qualitative research and data was collected through observation and interviews. The research results show that Warung Mama Ali's business is in accordance with the teachings of the Prophet Muhammad SAW and the goals of Islamic economics which formulate the goal of seeking blessings in this world and the hereafter.*

**Keywords** – Islamic business ethics, food stall business.

## INTRODUCTION

In daily life, Islamic teachings provide guidance that regulates various aspects of human life, including in terms of economy and business. Every Muslim is given the responsibility to try their best to comply with the sharia (rules) in all aspects of life, including in business and business rules which are a way to achieve well-being Islam is a perfect religion that covers all aspects of human life, stated globally and in detail.(Makiah et al., 2022) The Islamic teachings given by Allah SWT to the Prophet Muhammad SAW consist of three main components, namely belief (aqidah), rules (sharia), and behavior (morals) (Janwari, 2002).

The teachings of Islam were revealed through the Prophet Muhammad. He was born into a family of traders. The Prophet Muhammad married a merchant named Sayyidah Siti Khadijah and he went on a business trip to Syria. Trading is the most common activity in the market. Therefore, trading activities are permitted in Islam as stated in QS Al-Furqan/25:20, as follows:

وَمَا أَرْسَلْنَا قَبْلَكَ مِنَ الْمُرْسَلِينَ إِلَّا إِنَّهُمْ لَيَأْكُلُونَ الطَّعَامَ وَيَمْشُونَ فِي الْأَسْوَاقِ ۗ وَجَعَلْنَا بَعْضَكُمْ لِبَعْضٍ فِتْنَةً أَتَصْبِرُونَ  
وَكَانَ رَبُّكَ بَصِيرًا

Meaning: “And We did not send any messengers before you except that they ate food and walked in the markets. And We made some of you a trial for others. Will you be patient? He is your Lord, the All-Seeing.”

Based on the verse, it conveys that the messengers of Allah, including the Prophet Muhammad SAW, were sent as a mercy for the entire universe. The concept of mercy and leadership represented by the messengers in the Qur'an can provide moral and ethical guidance in running a business in the Islamic tradition.(Muhaimin et al., 2023) Business in the context of Islam must reflect the qualities of mercy and concern for others and the environment. Islamic business leaders and entrepreneurs are expected to pay attention to the needs and welfare of others and avoid business practices that are detrimental or detrimental to others.(Syaugi & Rahmah, 2021)

In Islam, it is not permissible for someone to work as they please to achieve goals in ways that violate religious principles, such as fraud, cheating, perjury, usury, bribery, and other improper actions. However,(Hidayatullah et al., 2024) in Islam, there are clear restrictions or affirmations about what is allowed and what is not, what is right and wrong, and what is halal and haram. The term that refers to these restrictions or limitations in Islam is called

ethics. Behavior in the world of business and trade is also related to the principles of morality and business ethics. Business actors need to include moral aspects into the scope of business activities because it is very important (Amalia, 2014).

How to trade in Islam is a concept that has a strong ethical and moral foundation. The Prophet Muhammad SAW. gave an example of how to trade and do business well. When trading. The Prophet never made an effort to destroy his business competitors. This is a fundamental principle in Islam, namely not using unethical methods or harming others in business.(Wulandari & Mubarak, 2021)

However, this does not mean that the Prophet traded as is without considering its competitiveness. On the contrary, what he did was provide the best service to customers. In addition, the Prophet also upheld honesty in trading.(Kusumadewi et al., 2022) He stated the specifications of the goods sold honestly, even if there were defects in the goods. This action reflects Islamic values that encourage integrity in business and trade. The Prophet Muhammad SAW taught his people to remain honest and fair in every aspect of life, including in business or trade (Yusanto & Widjajakusuma, 2002).

Islam considers business as the best means to achieve wealth and prosperity. Therefore, in business it is important to act with integrity, avoiding fraudulent practices, usury, price manipulation, and hoarding of goods.(Wajdi et al., 2023) Such behavior can result in injustice in social life. In today's modern business era, to face competition and create a healthy business environment, business ethics are used to regulate competition to remain in accordance with applicable business norms. Business actors can also use business ethics to consider whether their business activities interfere with the business activities of others or not (Susanti, 2017).

According to Mustaq Ahmad, proper business behavior is in accordance with the principles of the Qur'an and not only has a positive impact on fellow human beings, but also always maintains a close relationship with Allah SWT. Every Muslim faces the challenge of a dilemma when feeling anxious about whether the business practices carried out are in accordance with Islamic principles.(Yuliani et al., 2023) Many people ignore Islamic principles or morality in order to seek maximum profit. Islamic principles have always been the main basis for transactions, where everyone is allowed to do business except in prohibited matters. In Islam, morality such as honesty, justice, and transparency are important and are the responsibility of every business actor. These values reflect a person's

faith in Allah SWT. This provides a great opportunity for Muslims to participate in economic activities so that they can improve welfare (Ahmad, 2006).

Islam allows buying and selling activities including business, but it is important for a Muslim to run a business in a way that receives blessings from Allah SWT, both in this world and in the hereafter. Business guidance in Islam provides guidance to Muslim businessmen on the steps to be taken in the hope that the business will grow rapidly and always be blessed by Allah SWT.(Hamid et al., 2023) In every business activity, the goal is not only limited to achieving large profits, but also to form discipline and strengthen the value of honesty among business practitioners. If every business actor upholds discipline and shows high integrity, the company's reputation in the eyes of the public will be well maintained. The progress and success of a business depend on the commitment and perseverance of business actors in increasing awareness of business ethics (Harahap, 2010). This principle also applies to the restaurant business, with the growth of lifestyles that demand fast food services, the restaurant business is growing. However, tight competition can encourage business people to cheat for profit alone. While in Islam, the purpose of business does not only include seeking maximum profit, but also includes blessings.(Syauqi & Rahmah, 2021)

The principles of Islamic business ethics must be applied comprehensively in every aspect of the economy, including in the production and service processes (Amalia, 2014) including in the application of Islamic business ethics at Warung Mama Ali. Warung Mama Ali is one of the businesses engaged in the culinary field located on Jl. Gatot Subroto IV Gg. Kemiri, Kel. Kebun Bunga, Kec. East Banjarmasin,(Yusuf et al., 2023) Banjarmasin City, South Kalimantan. Warung Mama Ali Restaurant has many customers among students because of its strategic location close to Campus 1 UIN Antasari Banjarmasin and also the price that is suitable for students' pockets. The best-selling food menu from Warung Mama Ali is geprek chicken.(Rasyid et al., 2023)

Based on this description, the author is interested in conducting research on the extent to which the implementation of Islamic business ethics is appropriate with the title "Implementation of the Prophet Muhammad's SAW Business Ethics in Mama Ali's Warung Business".(Mubarak et al., 2023)

## **METHOD**

This research utilizes a qualitative approach with a focus on field research. This method was chosen to examine the practical application of Islamic business ethics in a real-world setting. The researchers gathered data through observations and interviews, which allowed them to explore how the ethical principles taught by the Prophet Muhammad SAW, such as honesty, fairness, and transparency, are implemented in the daily operations of Mama Ali's business. By observing the stall's environment and the behavior of the business owner and employees, the researchers gained insights into how ethical values are reflected in customer interactions, pricing strategies, and product quality. This immersive approach enabled the researchers to document ethical practices in real-time, providing a detailed account of how Islamic business principles shape decision-making and operations at Mama Ali's stall.

In addition to observations, in-depth interviews were conducted with the business owner, employees, and possibly customers to gather their personal perspectives on the implementation of these ethical standards. These interviews allowed the researchers to gain a deeper understanding of the motivations and challenges behind maintaining Islamic business ethics in a competitive market environment. By combining observations with interviews, the researchers were able to analyze both the visible actions and the underlying attitudes that inform the ethical practices at Mama Ali's stall. The qualitative approach provided a holistic view of how Islamic ethics, such as avoiding gharar (uncertainty), ensuring halal and pure commodities, and practicing fair treatment of employees, are integrated into business operations, ensuring that the business not only seeks profit but also aligns with the moral and spiritual goals outlined in Islamic teachings.

## **RESULTS & DISCUSSION**

### **1. Business Ethics of Prophet Muhammad SAW**

#### **a. Honesty**

The business ethics implemented by the Prophet Muhammad SAW prioritize honesty, as well as the business of Mama Ali's stall which adheres to honesty. Honesty is the basis of customer trust in building business relationships. Mama Ali believes that honesty will bring blessings to her business, therefore Mama Ali tries to be transparent to customers, this is realized by providing clear information about the menu and prices

so that customers can make decisions without confusion or suspicion, Mama Ali also provides information when there is a product shortage or price changes that occur. Things like this can build customer trust and reflect that Warung Mama Ali runs a business in accordance with the business ethics taught by the Prophet Muhammad SAW.

b. Mutual help

Helping and providing benefits to others is one of the business ethics taught by the Prophet Muhammad SAW. This emphasizes the importance of cooperation, care and empathy in running a business. A business is not only concerned with profit, but also the positive impacts that can be provided. In this case, the implementation of helping and providing benefits can be done by creating a decent work environment and providing the best service.

Mutual assistance is well implemented in Mama Ali's Warung Business, this is reflected by employees who help each other in doing work, starting from preparing raw materials, cooking, to serving customers. In addition, Mama Ali and the employees are always ready to provide assistance to customers who are experiencing difficulties.

c. Gharar is prohibited in terms of measurement, size, or weight.

Prohibition of gharar means avoiding uncertainty, ambiguity, or fraud in transactions. This aims to ensure that every transaction is fair and transparent between the seller and the buyer so that no party is harmed. Avoiding gharar means providing clear information about the products offered. At Warung Mama Ali Business, we try to ensure that information about the food and drinks sold is conveyed clearly and transparently. The price of each menu is also conveyed verbally or through the available price list so that there is no room for confusion or uncertainty. Even if there is a change in price or the information is conveyed openly to customers.

d. Do Not Mock Other People's Efforts

The prohibition of mocking or belittling other people's efforts is also one of the business ethics taught by the Prophet Muhammad SAW. This emphasizes the importance of respecting other people's efforts, as well as avoiding actions that can damage other people's businesses just for personal gain. By not badmouthing or mocking other people's efforts for personal gain, it indicates that the efforts made are based on the principles of honesty, justice and healthy competition. Likewise, Mama Ali never badmouths competitors' businesses, she focuses on improving the quality of the products

and services provided. When there are customers who compare or even badmouth competitors' businesses, she prefers to ignore it and direct the conversation to a different topic.

e. No Piling Up of Goods is Allowed

The prohibition of hoarding or stockpiling goods is also one of the important teachings in Islamic business ethics. The purpose of the prohibition of hoarding goods here is that goods needed by the community must be available fairly and evenly and there is no shortage caused by one party for personal gain. In business, applying this principle means managing inventory wisely, buying and storing goods according to reasonable operational needs, this is also what Mama Ali does. He buys raw materials every day according to the operational needs of that day, ensuring all ingredients are fresh and of good quality.

f. Monopoly Prohibition

Monopolo means controlling the market unilaterally by controlling prices, raw materials or services, this is contrary to the principles of justice and healthy competition taught by Islam. The principle of prohibiting monopoly in Islamic business ethics teaches that every form of business must be run with justice and without monopolizing the market for personal gain.

The implementation of the principle of prohibition of monopoly in Warung Mama Ali can be seen from the reasonable and competitive prices for each product sold. In addition, Mama Ali buys raw materials not only from one supplier. This ensures that the Warung Mama Ali Business runs a business with healthy competition.

g. Commodities traded are halal and pure

Halal and pure commodities are an important basis for running a business in accordance with Islamic teachings. This means that goods and services traded must meet halal standards, both in terms of raw materials, production processes, and presentation. In practice, Mama Ali uses halal raw materials in each of her products and buys from trusted suppliers. The processing process is also carried out by maintaining cleanliness and halalness until the presentation process.

h. Business Activities Avoid Usury

The principle of avoiding usury is one of the teachings in Islamic business ethics taught by the Prophet Muhammad SAW. Usury or commonly known as interest given

as an addition to debt or loans. Mama Ali ensures that all forms of transactions carried out do not contain elements of interest. In addition, he also does not make loans to conventional institutions or other sources that are not in accordance with sharia principles.

i. Mutual consent and without coercion

The principle of mutual consent without coercion means that all transactions carried out must be based on mutual consent or without coercion from both the seller and the buyer, so that buyers feel free to make decisions without pressure. This is practiced by Mama Ali, where she does not force customers to buy, and when there are customers who come and then don't buy, she doesn't mind. Mama Ali knows that the purchasing decision is entirely in the hands of the buyer and respects their choice.

j. Paying Salary Before Employees Sweat

Paying salaries before their sweat dries is one of the teachings of the Prophet Muhammad SAW, meaning it is important to appreciate the hard work of employees. In addition, this is also an affirmation that a person who has employees or someone who works for him to provide wages on time. This not only provides a sign of appreciation but also helps ensure the welfare of the workers. Mama Ali also applies this in running her business, she has 3 employees and always pays salaries according to the amount and time that has been agreed upon. Salaries are always paid on time so that employees are motivated to work.

## **2. Review of Islamic Business Ethics in Mama Ali's Warung Business**

a. The Principle of Tawhid

Tawhid has an important role and is the basis for all human activities including in business matters, in the context of business this principle requires every business activity to be in line with the will and rules of Allah. In addition, this principle teaches that success is not only measured by material but also the blessings and pleasure of Allah. Mama Ali ensures that all business actions and decisions do not conflict with Islamic teachings, he believes that sustenance has been arranged by God.

b. Principle of Balance

The principle of balance in Islam teaches about the importance of balance in various aspects of life, everything must be done according to its portion, not excessive or lacking, including in business. Balance that not only includes the profits of the



business owner but also provides benefits to the people around. In the Warung Mama Ali business, the principle of balance is applied every day such as making purchases of raw materials on the same day so that there is no waste, he ensures that the resources owned are used optimally.

c. Principle of Free Will

The principle of free will teaches that everyone has the freedom to make their own decisions. In a business context, this principle emphasizes the importance of respecting the choices of each individual, be it employees, customers, or business partners. Respecting free will means not forcing one's will, not deceiving or manipulating, and providing honest and transparent information so that all parties can make informed and conscious decisions. Mama Ali does not force customers to buy, and when there are customers who come and then don't buy, she doesn't mind. Mama Ali knows that the purchasing decision is entirely in the hands of the buyer and respects their choice.

d. Principle of Responsibility

The principle of responsibility teaches that each individual has their own responsibilities, in business activities the owner and employees have the responsibility to carry out their duties professionally. Mama Ali shows her responsibility by paying employee salaries on time, while for customers Mama Ali always provides transparent information about prices and availability, while employees are responsible for providing proper service to consumers.

e. Principle of Ihsan

The principle of ihsan teaches us that every action must be done with good intentions and awareness of Allah. In business, ihsan teaches us to provide the best service to consumers, treat everyone fairly and provide benefits to others. In serving customers, Mama Ali and her employees are always friendly and helpful, ensuring that customers are well served.

## **CONCLUSION**

Based on the results of research and discussion regarding the application of the Prophet Muhammad's SAW business ethics to Mama Ali's stall business, the following conclusions can be drawn:

1. Warung Mama Ali implements the business ethics taught by the Prophet Muhammad SAW very well. First, honesty with transparency regarding product information and prices. The principle of mutual assistance is applied through good cooperation between employees and concern for customers. This shop also avoids gharar by providing clear and accurate information about the products sold. They uphold ethics by not mocking other businesses, not hoarding goods, and avoiding monopolies. The commodities traded are kept halal, This business also avoids usury, does not carry out transactions containing interest. The principle of mutual consent and without coercion is applied by not forcing customers to buy and respecting their decisions. Finally, Mama Ali ensures that employee salaries are paid on time, appreciates their hard work and motivates them to work well. Overall, Warung Mama Ali reflects business ethics that are in accordance with the teachings of the Prophet Muhammad SAW, creating an ethical, fair and blessed business.
2. Mama Ali runs Warung Mama Ali's business based on the principles of Islamic business ethics. The principle of monotheism ensures that every action and business decision is in line with the will and rules of Allah. The principle of balance is applied by ensuring optimal use of resources and avoiding waste. The principle of free will respects the choices of each individual without coercion. The principle of responsibility is realized through the professionalism of the owner and employees in carrying out their respective duties, with timely salary payments and providing transparent information to customers. The principle of ihsan is applied by providing the best service, treating everyone fairly, and providing benefits to others. All of these principles form a strong foundation for the operations of Warung Mama Ali, reflecting their commitment to running an ethical and blessed business in accordance with Islamic teachings.

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