

## The Views of Islamic Business Ethics on Printing Business Competition

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### Abstract:

In this study, the researcher focused on competition in the printing business from the perspective of Islamic business ethics. The data analysis method used in this research is descriptive analysis. This research aims to identify business competition in the effectiveness of Islamic business ethics applied by printing business owners. Participants in this research are owners, employees and customers. In obtaining data in the field, observation, interviews and documentation are used. The results of the research obtained are: Business Competition in the Perspective of Islamic Business Ethics is going well even though the printing business owners in Talang Babat are not very knowledgeable in religious knowledge, but they believe that the business they run is in accordance with Islamic teachings and does not harm the printing business, they compete. in a healthy manner and not tearing each other down.

### Keywords:

*Competition, Business, Islamic Business Ethics.*



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## INTRODUCTION

In this world, economic development is one of the milestones of life. Where the economy is the main foundation in meeting human life needs, both primary, secondary and tertiary needs. Prosperity can be realized if the economic needs of humans can be met. So the main factor that determines people's welfare is the fulfillment of the economic sector (Marlin Verawati, 2023). Marketing has a very important role for business people. As a Muslim businessman, we must understand that in Islamic teachings it is recommended that its followers can compete in seeking goodness in business matters. As time goes by, development activities, especially in the field of institution or other place, sure will be always to increase a result good quality (Abidin et al., 2022). Competition in the business world is also getting stronger, so that it can make business people look for the right strategies to market their products and win the competition to maximize income or profits. It can be clearly seen that in the concept of business competition based on the Koran, it is a concept of competition. which recommends business people to compete positively in order to make a good contribution from their business, not to bring down other business people and recommends business people not to harm or harm other business people. Apart from that, the Qur'an also provides a concept so that we do not compete in getting as much wealth as possible without paying attention to Islamic values. Because this will make him negligent and forget his obligations as a servant of

God (Nilfatri & Abidin, 2024).

Therefore, even though they are experiencing competitive conditions, it is very important for Muslim business people to understand the concept of competition recommended in Islam so as not to harm other people and fall into unhealthy competition and then oblige their followers to always work to fulfill all their life needs. Competition in business According to Islamic law, competition must be healthy, fair and honest and build friendship in order to strengthen ties of brotherhood. So, individual freedom in terms of competition is limited by Islamic rules and morals, or in other words, it is still controlled by *aqidah*, because it is with *aqidah* that a person can reflect competition in accordance with Islamic teachings (Putri Wita Stefhani, 2019).

Islam teaches its followers to seek blessed sustenance, encourage production and pursue economic activities in various business fields, such as agriculture, plantations, industry, trade and other fields (Abidin, 2022). Islam teaches its people to be independent and independent (standing on their own feet). Not only does it teach people to worship, but they also encourage their people to work hard. And one of the hard works encouraged by Islam is entrepreneurship (Rini Elpa Sari, 2017). In this business world, what cannot be separated is competitive activity. In other words, competitive activity in business between one businessman and another cannot be avoided. As a Muslim businessman we must understand the ethics of competition taught by Islam. It is recommended that his followers compete in achieving goodness in all things. Ethics is a systematic study of the nature of the concepts of value, good, bad, must, right, wrong and so on and the general principles that justify us applying them to anything. Ethics is the science of what is good and what is bad and moral rights and obligations (*akhlak*).

According to Choirul Fuad Yusuf, ethics is defined as a set of moral principles that distinguish what is right from what is wrong. Competition is an effort to pay attention to the respective advantages carried out by individuals (companies, countries) in the fields of trade, production, weapons. Competitors are very interested in the planning and strategic actions carried out by the company. The launch of a company's new product which has superior product characteristics compared to competitors can result in the conversion of competitors' customers to users of the company's products (Yulia Fauziah, 2013).

In business processes, including the relationship between producers and consumers which includes quality and safety of commodities, price fairness, and truth in advertising, it is a continuous business process that cannot be separated from business ethical values. So business is not just business, but business is also related to responsibility towards humans, the State and God, because all business activities actually aim to fulfill life's needs in order to achieve shared prosperity. Islamic business ethics, thereby positioning the understanding of business as a human endeavor to seek divine blessing. Business does not have short-term, individual goals and solely profit based on mathematical calculations, but also long-term goals, namely personal and social responsibility before society, the State and God. With such a reality, it becomes increasingly clear that in Islam there is no separation between ethics on the one hand and business on the other. Business is in unity with ethics. The principles of business ethics in the Qur'an provide the view that business and ethics are not two separate buildings, but rather as one unified structure. Business in the view of the Qur'an is not

merely about achieving material profits, but at the same time trying to achieve spiritual goals, namely achieving humanitarian goals as the embodiment of trust as a creature and as a caliph to achieve Allah's pleasure (Zainuddin and Ummal Khoiriyah, 2021).

Business competition that shows strength or superiority involving individuals or groups and competing with each other to achieve certain wins. In the business world, the competition most often used is perfect competition and monopoly competition. Perfect competition or what is called healthy competition is a situation where there are many individual sellers and buyers but are unable to influence market prices. This competition is very good to apply in business ventures. Meanwhile, according to article 1 number 6 of the Antimonopoly Law, monopolistic competition is defined as competition between business actors in carrying out production or marketing activities of goods and/or services which is carried out in an unfair or unlawful manner or hinders business competition. Competition will encourage innovation and renewal related to, for example, reducing production costs, opening distribution channels and new markets. The keyword for business competition is innovation, in the sense that there is business competition that will encourage business actors to innovate their products and/or services in order to survive in the ongoing business competition. Successful innovation leads to receiving the expected profits (Muhammad Riski, 2016).

In relation to industrialization in general, the economic structure being developed is small industry and household industry which are labor intensive industries, so that they can absorb more workers. The growth of small industries and home industries at the international market stage can be a driver of industrial growth in Indonesia (Rini Elfa Sari, 2017). The printing business is part of muamalah activities where transactions occur between two or more people in marketing goods or services. In the basic principles of ushul fiqh in the Islamic concept, it is said that the origin of mua'malah activities is permissible unless there is an argument that forbids it. Likewise, the printing business carried out by workers is a business that can be carried out as long as the work does not deviate from Islamic teachings (Rini Elfa Sari, 2017).

With the establishment of several printing businesses in Talang Babat, the level of competition is getting tighter. To be able to survive as a business actor, you are required to be able to compete by improving the quality of your performance, in increasing the company's competitiveness, the things that printing entrepreneurs do are providing services or products that vary according to consumer needs at competitive prices, not only that. must be able to establish good relationships with customers by providing excellent service by paying attention to the quality of the desired service or product as well as the timeliness that has been promised because service will become an icon for entrepreneurs amidst competition. Based on the background of the problems above, the author feels interested in researching further regarding Business Competition from the Perspective of Islamic Business Ethics.

## **METHOD**

This type of research includes field research. Intensive research on the background of the current situation and accurately describes environmental interactions with the characteristics of an individual, group, social unit, institution and society (Sugiyono, 2013). In accordance with the

definition that has been described, it can be understood that this research is field research where the researcher goes to the field to research intensively, in detail to explain the knowledge that the researcher has gained to see the focus of the specified problem, namely in a community, especially for non-permanent and permanent business actors in Talang Babat Village, Muara Sabak Barat District, namely 4 (four) non-permanent business actors and printers regarding business competition from the perspective of Islamic business ethics.

The research carried out is descriptive qualitative research, namely research that attempts to reveal conditions that occur naturally in the field (Sugiyono, 2016). Based on this information, qualitative descriptive research is research that produces descriptive data in the form of written or spoken words from people and behavior that can be systematic regarding facts and characteristics of people that can be observed to obtain conclusions.

## **RESULTS AND DISCUSSION**

### **Results**

In the previous description, the data from the research results was described. The data presented were: In this case, the researcher collected data from interviews with several printing business owners, namely the competing parties, how to compete, and the objects being competed.

#### **1. Competing parties**

For every Muslim, business is a form of acquiring and developing existing wealth. The wealth obtained is a source of sustenance given by Allah SWT. The duty of a Muslim trader is to carry out trading practices as best as possible as taught by the Prophet. There is no assumption that the sustenance given by Allah SWT will be taken by other people. Because Allah has determined each person's rights according to the results of his efforts. Islam in terms of work orders all Muslims to have a high work ethic, just as Islam orders its people to compete in goodness. On this basis, competition is no longer defined as an attempt to destroy other competitors, but is carried out to obtain maximum results from business efforts. It would be good if Islam always instilled in humans a high work ethic and this must be done through competition for good. So, if every entrepreneur wants to stick to this principle, it is likely that the existing competition will not try to be able to provide the best from other people with the business they run.

#### **2. How to Compete**

In business, everyone will come into contact with competitors. Rasulullah SAW gave an example of good competition. In trading, Rasul never intended to oppress his competitors. In business, you must always try to provide the best service to the business owner, but don't justify it in any way. All Muslim businesspeople must comply with Islamic law when dealing with business partners. Apart from that, Islamic teachings have rules and a philosophy that views everything as a family based on the principle of brotherhood. This means that competition is no longer defined as an attempt to destroy other competitors, but is done to get maximum results from business efforts.

#### **3. The object of competition**

Researchers have collected data about competitive strategies in the perspective of Islamic business ethics in printing businesses through interviews with owners or employees of printing businesses based on the following competitive indicators:

### a. *Product Competition*

A product is anything, either a service product or a good, that can be offered to complement the needs and desires of consumers. In competition, the product is the most important thing in winning a competition. The quality of the product being traded must meet the criteria expected by the buyer so that there is no disappointment from the buyer. Basically, on average, buyers prefer good products even though there are price differences. But there are also buyers who consider low prices to be more important than product quality. Consumers/buyers also have an interest in the quality of products/goods, so printing business owners need to pay attention to the quality of their products.

Interview with Mrs. Siti Khosita, she said that the goods I sell must be good in terms of quality, because every printing business owner in Talang Babat definitely provides several choices and has his own unique method for each shop, so it's up to the buyers to choose for themselves which quality they think they are. Good. Usually the better the product, the more expensive the price of the item. But that's the buyer's right, right?

Justifies any means to win the hearts of consumers by committing fraud on the goods they sell. Meanwhile, he harms himself and the food he receives does not receive the slightest blessing from Allah SWT. When they see other traders, whose products are selling well, they will be motivated to provide more complete and quality products so as not to cause social jealousy or harm buyers.

### b. *Price competition*

Price is an aspect that needs to be controlled and if you want to win the competition, the price of a product must be competitive and prices must not be reduced massively with the aim of bringing down its competitors. Everything related to price affects various aspects of business, both in terms of sales and profits.

Based on survey results and data collected, on average printing businesses charge relatively the same prices. This is intended to avoid price competition between printing businesses, unless there is a wholesale contract or customer here where there is often a difference in pricing but not too much difference in nominal value.

### c. *Service*

Good and excellent service is a must for business owners when promoting and providing information about their products. A good shop owner will provide good service according to Islamic law, namely being friendly, honest, not hurting buyers' feelings by using harsh words and providing the best possible service and information to buyers.

## **Discussion**

### **1. Competition in the Printing Business in Talang Babat Village, Muara Sabak Barat District**

Business competition is a dispute or competition between business actors. Competition between business actors for consumers wants to gain profits, market share and high sales by offering good prices with good quality goods and services. A business cannot be separated from competition. Competition in business is of course a natural phenomenon because of mutual involvement. When business competition arises, do not threaten to win the competition in various ways that can kill other competitors. On the other hand, in business competition, one must always have a sense of competitive spirit and do everything possible to promote further business development. The level of competition in the business world requires every trader to carry out their marketing activities effectively and efficiently, so that marketing activities

must be in line with the marketer's interests and the needs and desires of their customers.

Trading is one form of business carried out by the people of Talang Babat Village, including the printing business. Because Talang Babat sub-district is a sub-district located in an office area and the printing business is an opportunity to improve the economy. As explained in this chapter, the results of research that the author has conducted in a realistic and logical manner will be explained in the printing business in Talang Babat sub-district:

Table 1. Name of printing company in Talang Babat

No	Name Printing	Address
1	Putra Zabak Printing	Rt 01 lrg Abadi Talang Tripe Simpang Arab Muara Sabak Barat
2	Sobocom	Rt 01 lrg Abadi Talang Tripe Simpang Arab Muara Sabak Barat
3	Alicia digital printing	Jl. Imam Binjol, Talang Babat sub-district, West Muara Sabak sub-district, Tanjung Jabung Regency, East Jambi
4	Global printing (bintang printing)	Simpang police station, jl. Bhayabgkara, Talng Babat sub-district, Rano sub-district, Talang Babat sub-district, Tajnung Regency, East Jabung

Basically, every human being must have various needs to continue living their life. Human needs can be met through various goods or services. In this modern era, humans no longer fulfill their needs by producing or producing all the goods or services they need themselves humans carry out various activities with each other, one of which is business. Taking business from competitors is a way to achieve growth. However, this situation can create problems for the entire industry. Generally, competitors will react quickly, if they lose business this will create an unstable situation

Every business that wants to progress always tries in various ways how the goods or services produced by invitation printing entrepreneurs can be sold and received by consumers well and satisfied, both in terms of price, quality, and in terms of the service provided by printing entrepreneurs in serving their customers.

The results of an interview with one of the Zabak printing employees, namely Bang Mawan, said: "This printing press has been running for a year and two months, owned by Mr. Riko Saputra, the number of employees is currently 2 people, the target monthly income depends on the materials used, if you can use one material (roll) in one month, that's about the money generated around IDR 6,700,000. and for one month we can spend at least 5 rolls and a maximum of 8 rolls, especially if the current campaign season means that in one month we can get sales of approximately IDR. 35,000,000, and the products we produce are brochures, stickers, calendars, business cards, banners, billboards, neon boxes, stamps, brand boards, billboards, printed invitations, t-shirt screen printing, banners and yasin books. For the competition system, we compete here in a good way, not too extreme, just normal. However, we admit that the price of products in our printing press can be said to be expensive, but we can guarantee the quality is the best and most luxurious. And the efforts we make in serving consumers are: The service we provide to consumers is primarily behaving politely, secondly providing the best products according to the price ordered by the

customer. And if an error occurs, for example the banner is not good because there is not enough ink and there is a writing error, it will be remade as a sense of responsibility and customer satisfaction so that the customer is not discouraged, even if we experience a loss, it doesn't matter, the important thing is that the customer is satisfied and remains a customer. us, and for prices like now during this legislative candidate season, the prices there are dropping from Rp. 30,000,000 to Rp. 17,000,000 is the same price mutation as is done in Jambi Rp. 17,000,000 per meter and in Talang Tripe, the price is also reduced or transferred with the condition that consumers do not take 1 roll or 1 ingredient and in 1 roll has a size of 240 meters, if consumers take under 240 meters, then they will be charged Rp. discount or discount if you take more than 1 roll, in the competitive system here we compete fairly because so far, I have never heard of my printing being bad-mouthed by other printers (Mawan, 2023).

Based on the results of the interview with Ibuk Siti Khotsiah as the owner of the Sobocom printing press, he said: "I have opened this printing shop since 2010, so it's been around 13 years and now I have 7 employees, 2 service departments, 2 printing departments, 1 admin department, 1 stamp department, and 1 photo department, for now I have monthly income, thank God there are continuous orders. and including the old ones, the turnover is around 20 million per month and even then, it doesn't necessarily go up and down. And for the product price, if we have 2 materials for white material, our customers usually give Rp. per meter. 35,000,000 for under 3 meters but if it is above 3 meters, we give a price of Rp. 30,000,000 which is different for relations and resellers, for relations we give Rp. 25,000,000 per meter because we have collaborations like that, right, but for resellers We give Rp. 19,000,000 per meter, and here we do not have any element of usury. The prices we provide are in accordance with standards. If the competition system among printing businesses is blocked, thank God, we have cooperation, the point is we maintain communication with them, how do we move forward together so we don't let each other down, so when we run short of materials, we ask for help there and vice versa, for example, if they have a machine failure or can we come here? , work together, the point is not to let each other down and we move forward together, we now have 3 collaborations, namely Sobocom, Global Printing, and Alicia Digital Printing. So far, the point is that we compete in a healthy manner and hopefully it will always be like that in the future. The products we provide are banners, billboards, X banners, stickers, banner printing, photo printing, quick stamps, notes, ID cards, yasin, trophies, invitations, charters, medallions, key chains, mugs, etc. and we accept services servicing, buying and selling and repairing electronic equipment such as computer accessories, laptops, printers, CCTV, etc. Apart from paying attention to the completeness of our products, we also pay attention to consumers, of course we provide good service such as greetings, greetings, being friendly to customers and providing seating facilities and even drinks, but we also sell drinks, and to maintain consumers or make them customers, we always provide the best quality. both at reasonable prices, and if someone takes our products in large quantities, we will give a discount (Siti Khotisa, 2023).

Based on the results of an interview with Mr. Hasanudin, the owner of Alicia Digital Printing, Beliu said that Alicia has only been established for about 6 months and previously I was the owner of Bintang Printing and now changed the name to Global Printing for 5 years before I opened my own branch on Jalan Ungkara. I have 4 employees, 1 cashier, 1 machine section, one operator, and one material scissor section. Turnover is not certain, but if there are a lot of prints, gross, 30, clean, sometimes 20 to 27 million, not to mention paying for materials, paying employee salaries, right? Currently, the 2024 catalog price is IDR 43,000,000 thousand/meter of plexi banners, according to market price. As for our healthy competition system between my printing company and other printers, so far, I have not heard of anyone

knocking each other out, for our products we provide services for making stamps, X-banners, roll banners, stickers, banners, mugs, invitations, yasin, cards, names, ID cards, trophies, screen printing, and the like are printed. The business that we print owners do to consumers must be friendly of course and in order to continue to have customers, always maintain relationships with consumers because the consumer is king, so every time a consumer comes, we ask how they are and what they are currently busy with, so that we become more familiar and customers become more comfortable. , and for customers there will always be discounts from us.

Based on the results of an interview with Mr. Arif as the owner of Global Printing or known as Bintang Printing, he said that Bintang Printing has been around for 5 years and 3 months and changed its name to Global Printing around the last 3 months because it was previously held by my older brother, namely Mr. Hasan and now changed to Global Printing and the owner is me. Currently I have 5 employees, 1 cashier, 1 admin, 2 printing machines and 1 scissors. Turnover is around 20 to 30 per month and the products we provide are banners, billboards, x-banners, roll banners, pennants, stickers, car branding, invitations, posters, brochures, packaging, Yasin books, menu books, stamps, notes, invoices, letterheads, paper bags, calendars, ID cards, business cards, screen printing, trophies, pins, glass mugs, neon boxes, embossed letters, and our prices only follow market prices. The competition system that we carry out is normal, we pay more attention to the quality of products and services to consumers. And the competition we carry out with others is healthy, the important thing is that we do good service to consumers so that consumers are comfortable and come back to shop again, and if they come back again and buy our goods in large quantities, we give them a discount and ask them to be customers to come back to shop at our printing shop again (Arif, 2023).

## **2. Competition in Printing Businesses from the Perspective of Islamic Business Ethics in Talang Babat Village, Muara Sabak Barat District.**

Ethics can be defined as a set of moral concepts that distinguish between good and bad. Ethics is a field of normative science that plays a role in deciding what someone should and should not do. The Qur'an commands humans to act honestly, sincerely, sincerely and correctly in every step of their lives and this is highly demanded in the business sector. Islam requires that every trade be carried out honestly and openly, and does not condone all forms of fraud, lies and exploitation. This order demands that every trader be completely fair and honest in carrying out his business. What traders understand is also very important for the continuity of their business to gain the approval of Allah SWT and the blessings contained in it. Ethics in business is very important, because business does not only include the pursuit of profit, but all forms of activities in the production, distribution and marketing of goods and services. needed by people, either through trade or other forms (profit oriented - social oriented). However, in practice, traders still do not understand Islamic business ethics and do not apply them optimally in running their business. This can be seen from the results of interviews with printing businesses in Talang Babat

As a result of an interview with a Sabak Printing employee, regarding ethics, I know a little about Islamic business ethics, he said, "I know a little about Islamic business ethics, the main thing is that in trading we must not take as much profit as possible, don't disappoint and harm the buyer if possible. For me, Islamic business ethics are very important, sis, because they can provide blessings and smooth business and I am sure that sustenance is regulated by Allah SWT. And of course, we are polite and

friendly, we invite every customer to sit down and serve us well because the buyer is king (Mawan, 2023).

Next, an interview with Mrs. Siti Khotsita. Regarding ethics, I don't really understand, sis, regarding Islamic business ethics. What is important for me in trading is not to harm other people. If there are buyers I will serve them, if there is someone bidding or asking questions about goods I will also serve them. In essence, I do things that are normal like traders in general. And in my opinion, the competition that we carry out is in accordance with Islamic law because the competition that is carried out is healthy, sis, it is still in accordance with our teachings of the Islamic religion, so it doesn't bring each other down, the point is how can we both advance in blessings in seeking sustenance like that (Siti Khotsita, 2023).

Furthermore, the results of the interview with Hasanudin for Etika, the main thing is that good manners are the main key to success in this trade. In my opinion, the view of Islamic law is that you must be healthy and not be adventurous and if you ask whether it is appropriate or not, I also don't know, it depends on each individual's faith, what is clear is that the products we market are not in line with what we say. element of lies. I don't know if anyone in other printing companies will bring down my printing company's good name and I also can't guarantee whether my employees are always honest and compete healthily with other printers, but I always advise them to compete healthily (Hasanudin, 2023). As a result of the interview with Arif, he said, "I know that ethics in Islam is important and good etiquette is to guard our words, especially towards consumers, if we are harsh or even impolite, there will be consumers who want to shop at our shop, it could even be consumers who come. I told other people not to shop at our store because they had been told that our service was not good, that's why I always told employees to always be friendly towards consumers (Afit, 2023).

In this research, there are 4 principles of Islamic business ethics, namely, Tawhid, Balance, Free Will, and Responsibility.

#### *a) Principle of Monotheism*

The concept of monotheism can be interpreted in both vertical and horizontal dimensions. These two dimensions connect the synergy between God and His servants, and between servants and other servants. The principle of monotheism can also be interpreted that living creatures must be completely submissive, obedient and completely surrender to whatever is His will. The forms of surrender carried out by traders vary, including praying, praying and also giving alms. In economics, monotheism convinces economic actors that wealth belongs to Allah SWT alone. This is the concept of monotheism. This means that all aspects of life and death, politics, economics, social and religion are one and emerge from the most integrated and consistent value system. Monotheism is sufficient to believe in only one God. Tawhid is a system that must be applied in managing this life. In this case, the principle of monotheism was put forward by the clothing traders, they answered in a statement from the interview that the researcher said "if my merchandise is quiet, that's okay, sis, the sustenance has been shared and has been arranged by Allah SWT. The important thing is that we have tried to sell the goods. to sell.

#### *b) Principle of Balance*

This balance principle has a more horizontal dimension because it is more related to each other. Balance is a principle of Islamic business ethics that must be applied. The concept of balance is closely

related to the concept of justice, namely putting things in their place and not cheating or making mistakes. Fairness is the most important norm in all areas of business. In fact, justice is one of the names of Allah, and the opposite of justice is injustice. So, in other words, it is a quality that Allah forbids as forbidden in Allah's word to his servants.

#### *c) Principle of Will*

Free will in Islam has its own place. Because, since humans were born on this earth, the possibility of freedom has existed. However, it needs to be emphasized again that the freedom that humans have is limited and unlimited freedom belongs to Allah SWT. To build a healthy trading mechanism, economic activities in this concept are directed at the welfare of all Muslims, including the prohibition of monopoly, fraud and usury. Muslims who believe in Allah always ignore His prohibitions. It is a collective part of society and recognizes that God pervades individual and social life. Therefore, free will is closely related to unity and balance.

#### *d) Liability Principle*

Answer Responsibility to God from the perspective of business ethics, because humans realize that in business everything that is traded is essentially a gift given. As entrepreneurs, humans are only limited to acting according to the rules set by God. In terms of responsibility towards people, it is the partner whose rights and obligations must be respected. Islam never tolerates violations of a person's rights and obligations, so this is where responsibility is important.

#### *e) Principle of Truth*

Truth here involves two important elements, namely virtue and honesty. In the business world, honesty is one of the keys to building trust between consumers and producers. Being honest and truthful will make consumers trust the manufacturer's products. Honesty can also be realized in the form of sincerity and accuracy of promises, such as promises of time and service, admitting shortcomings which prevents lies and cheating. On average, buyers will be happier by providing information about their merchandise.

Islam mandates humans to believe and do good deeds, worship, do business and work and endeavor in a halal manner, all these efforts are managed in accordance with Islamic law to obtain wealth, prosperity and happiness in life. In the Islamic view, achieving worldly achievements is not forbidden. In fact, as long as prosperity is used for charity, it is encouraged. A person who lives in a state of affluence has a greater opportunity to spend his wealth in the way of Allah in the hope of receiving a reward. Behaviorally, Islam really emphasizes that every life activity, including doing business, is part of worship, therefore work and business must be based on divine values that require honesty, transparency and mutual respect. To form good behavior in economic activities, there are two principles that form the basis.

The economic principle is based on the luck of this world and the hereafter. This principle is based on the word of Allah SWT in QS. Al-Qashas (28): 7; It means: "Seek what Allah has bestowed upon you (happiness) in the land of the afterlife, and do not forget your share of the pleasures of this world and do good (to others) as Allah has done good to you. "Do not commit destruction on the face of the earth,

indeed Allah does not like those who commit destruction." QS. Al-Qashas (28)

Islam strongly encourages humans as economic subjects to gain the widest possible economic access as long as it does not conflict with Islamic principles. On the other hand, practices in the sense of "behavioral" and actions that can distort market structures and lead to monopolistic practices and unfair business competition are prohibited. In general, Islam does not deny the existence of business competition in business in order to achieve a "fair" situation for consumers in obtaining the best and most competitive services and prices. Islam enforces a market system in conditions of perfect competition, namely competition based on supply and demand without intervention from any party. If people carry out buying and selling transactions under normal conditions without any form of distortion or abuse and there are price changes due to little supply and a lot of demand, then this is the will of Allah SWT. Cooperation, not competition, must be the basis for economic activity, because it is from this basis that ideal behavior and market structures are formed.

Like the location of printing business locations which are close to each other. This indirectly creates competitive behavior between printing entrepreneurs. Where entrepreneurs as economic actors must try hard to get as many consumers as possible in order to win in competition. Entrepreneurs have implemented various strategies, including improving product quality, improving service and providing competitive prices. However, there are some printing entrepreneurs who continue to accept orders even though they make little profit by using the lowest prices in order to be able to compete with other printing entrepreneurs.

In business competition law, setting prices below market prices with other business actors is also called setting prices below marginal costs. Setting prices below market prices can result in unhealthy business competition. And printing entrepreneurs should base their economic activities on the principle of cooperation or mutual assistance between entrepreneurs, not bringing each other down and harming other entrepreneurs. From the research results, it can be concluded that in competitive behavior between printing entrepreneurs, there are practices that violate Islamic law, namely business competition that requires all means, does not produce quality products and poor service, and does not comply with Islamic laws relating to business contracts. where the order does not match what was promised. In Islam, permitted competition is healthy competition, positive competition that does not justify any means just to win the competition.

Business competition in the printing sector in Talang Babat Village, West Muara Sabak, shows an interesting dynamic. The findings reveal that printing entrepreneurs compete by improving product quality, providing friendly service, and offering competitive prices. However, some business owners tend to lower prices below market standards to attract consumers, which potentially leads to unhealthy competition. This finding is consistent with Situmorang (2021), who emphasized that price competition often becomes the primary strategy for small business actors, although in the long run, it may undermine market stability (Situmorang, 2021).

Compared to previous research by Rahman (2019), there are similarities in the strategic patterns of micro-businesses. Rahman found that business actors in the MSME sector tend to prioritize customer service as the main differentiator rather than merely competing on price. This aligns with the printing

businesses in Talang Babat, where most owners seek to retain customers through friendliness, transparency, and offering discounts for bulk orders (Rahman, 2019). Thus, consumer loyalty becomes a key factor in facing intense competition.

However, from the perspective of Islamic business ethics, there remains a gap in understanding among printing entrepreneurs. Some acknowledge the importance of honesty, responsibility, and good service, yet they have not fully internalized the fundamental principles of Islamic ethics such as tawhid (monotheism), justice, and the prohibition of monopoly. This is similar to Mubarok's (2020) findings, which indicate that many Muslim MSME actors run their businesses traditionally without explicitly referring to sharia principles, even though their practices do not always contradict Islamic values (Mubarok, 2020).

The study also shows that some printing entrepreneurs in Talang Babat prioritize cooperation with competitors, for example, helping each other when there is a shortage of materials or machine breakdowns. This practice reflects the Islamic concept of ta'awun (mutual assistance), which is expected to create a fairer and more harmonious market. These findings are consistent with Fadilah (2022), who discovered that collaboration among micro-business actors plays a crucial role in strengthening business resilience amid growing competition (Fadilah, 2022).

In conclusion, the printing business competition in Talang Babat has two faces: on the one hand, there is healthy competition through product quality, service, and cooperation; on the other hand, there are indications of practices inconsistent with Islamic business ethics, such as setting prices below the standard that lead to unfair competition. This reinforces Yuliana's (2021) findings that the application of Islamic business ethics in MSMEs still faces significant challenges, particularly in aligning profit orientation with blessing (barakah) and justice (Yuliana, 2021).

## CONCLUSION

Based on data analysis in this study, researchers can draw the conclusion that;

- 1) Business Competition in the Perspective of Islamic Business Ethics (Case Study of Printing in Talang Babat Subdistrict, Muara Sabak Barat District) although the owners of printing businesses in Talang Babat do not have deep knowledge of religion, they believe that the business they run is in accordance with Islamic teachings and
- 2) It doesn't harm the printing business; they compete fairly and don't bring each other down

Printing business competition in Talang Babat Village is a natural phenomenon in the business world, where each actor tries to attract consumers with price, product quality, and service strategies. The research findings show that most printing entrepreneurs try to implement fair competition, but there are still practices that tend to reduce prices to below market standards, which can trigger unfair competition. When compared with previous research, this result is consistent with the finding that the success of MSMEs is not only determined by pricing strategies, but also service quality and business ethics.

From the perspective of Islamic business ethics, the majority of business owners understand the importance of honesty, fairness and responsibility in trading, although not all of them have implemented

them optimally. This is in line with previous research that emphasizes that the application of Islamic business ethics can provide blessings while strengthening business sustainability. Overall, the results of this study strengthen the evidence that healthy business competition should be based on ethics, cooperation and innovation, not merely price wars. A collaborative approach between entrepreneurs can actually increase mutual competitiveness as shown in previous studies.

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