

ACHIEVING ETHNICS ORIENTED BUSINESS THROUGH LAW ENFORCEMENT

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ABSTRACT

Business ethics invites business actors to create good business image and management in order for the business to be accessible to everyone who believes in an ethical dimension in the business world. This at once dispels the bad image of the business world as a dirty, cunning, and deceitful activity. Business Ethics is the art and discipline in applying ethical principles to examine and solve complex moral problems. Business ethics menyadarkan businesses as consumers, workers or employees and the wider community, will defend their rights should not be violated. This is often forgotten and rarely mentioned in business. Law enforcement very important and necessary , as an appropriate means to encourage the adherence of values ethical certain in business .

Keyword : Business ethics, business actors, business management

A. Problem Background

Business is one of the main business activities in supporting economic development. According to Ricard Burton Simatupang, that business is defined as the whole business activities undertaken by the person or body regularly and continuously, ie in the form of activities to hold goods or services or facilities to be traded, exchanged or disewagunakan for the purpose of obtaining profit. Then according to *Black's Law Dictionary*: "*Business: employment, occupation, profession, or comercial activity engaging in livelihood or activity for gain, benefit, advantage or livelihood ...*". [1]

In the modern world, business ethics and social responsibility are serious subjects in contemporary business discussions on policy planning, process management, and even by governments. [2] It is generally understood that business ethics is the application of moral values or standards in policies, institutions and business actors whose application will increase long-term profitability and *good will* from the positive image of the business.

Moral is something that encourages people to do good, ethics act as signs that are a willing agreement from all members of a group. A moral business world will be able to develop ethics that ensure balanced, harmonious and harmonious business activities. Ethics as signs in a community group will be able to guide and remind its members to a commendable action that must be obeyed and implemented.

Ethics in business must be agreed upon by people in the business group as well as other related groups. Because to realize ethics in business need to talk transparently between all parties, whether entrepreneurs, government, society, and, other nations so that not only one party that runs ethics, while the other stands on what they want. This means that if there are related parties who do not know or approve the existence of moral ethics and ethics, clearly what was agreed by the business circle had never been able to be realized. Clearly, to produce an ethics and in business that ensures the caring of one party and the other does not necessarily need to be a global conversation that leads to a rule that does not harm anyone in the economy.

But behind the ethics, not a few companies that get bad image of the community, because it has caused many problems in society, whether related to social issues or the environment. Among the negative impacts are environmental pollution, poisoning, air and water pollution, chemical waste, noise, coercion, discrimination, arbitrariness, even the production of illicit food and other *negative effects* . [3]

Although the negative impacts caused by some companies have made many people suffer and harm many parties. So far, many large corporations have empirically distorted many fundamental issues. The negative side effects of the company that has been happening has left a deep sorrow for the people. For that reason, companies should not be allowed to be selfish only without regard to the negative effects that arise for the environment. The orientation of the company should shift from being oriented to the shareholders (*shareholder orientation*) with a starting point in measures of economic performance (*economic orientation*) alone, toward the balance of the environment and society (*community*) to account for the - right social impact (*stakeholder orientation*). [4]

This is where an ethic needs to be applied to reduce the negative effects that give rise to the bad image of society. Except for a company that is in operation are still using ethics and remain within the limits of harmony and balance, as well as member - weigh the future (*sustainability development*).

Inevitably, when a company wants to exist and can be accepted by the community, the company must be responsible for prospering and developing the community, not just make people panic and suffer from the impact of industrialization that emerged. Departing from the phenomenon of rampant occurring in some places, necessitate the existence of preventive measures as a new step to control the malignancy negative impact of the company that many people hate to become tame so slowly liked the community. Through the study of ethics among businessmen in the business world can restore power a public

trust. From this reason the author would like to discuss more deeply about important aspects of business ethics in the business world.

Before understanding the meaning of business ethics, first understand the meaning of ethics. Ethics comes from the Ancient Greek *ethos*. In the form of a single word, the word has many meaning, customs, customs, morals, characters, feelings, attitudes and ways of thinking. In plural form (ta etha) it means custom. And the meaning is that this latest custom and meaning is the background for the formation of the ethical term that the Great Greek philosopher has used, Aristotle has been used to denote moral philosophy. [5]

In addition to Aristotle, Plato as a Greek moralist said that the highest value is the power that exists in the human soul, so that people always love the truth and so that people do everything for the sake of truth. [6] In an English dictionary, ethics (*ethic*) contains four senses. First, ethics is a principle of good behavior or a collection of these principles. Second, ethics is a system of moral principles or values. Third, in the word *ethics* is defined as a study of the nature of the common moral. Fourth, *ethics* is the provisions or measures that govern the behavior of the members of the profession. [7]

According to Indonesian Dictionary, ethics is explained by the meaning of knowledge about what is good and what is bad and about moral rights and duties (moral). Ethics is also defined as a set of principles or values related to morals. And interpreted the value of true and wrong adopted a community class. [8] The word ethics in popular scientific dictionaries is defined as an assessment of morality or of the value of moral action. This term also shows the system or code adopted. Along with the meaning of it ethics has three formulations, first ethics as a value system. The word ethics can be used in the sense of moral values and norms that become the guidance for a person or a group in regulating behavior. Second, ethics as code of ethics. Ethics means a set of principles or moral values. Third, ethics as a science of what is good and bad. [9]

From the above description can be concluded that the definition of business ethics is an ethical application that regulates business behavior. The norm of morality is the cornerstone that becomes the business reference in its behavior. The basis for its behavior is not only the economic laws and market mechanisms that drive business behavior but the moral and ethical values are also the most important reference which should be the basis of its policy.

Islamic business ethics emerges on the surface that Islam is a perfect religion. Islam is a collection of rules of doctrine and values that can deliver humans in their life toward the goal of happiness in life both in the world and the hereafter. Islamic business ethics is

not much different from the manifestation of law in fiqh mualah. With such conditions, the development of Islamic business ethics that puts ethics as its philosophical foundation is a significant agenda to be developed. [10]

The ethical concept in Islam is necessary to frame a business for the business community. The concept of Islamic ethics offers several pillars, the *first*, trying only to take the halal and good, in accordance with the word of Allah on QS Al baqarah verse 168, *secondly*, the lawful way of obtaining it is in QS An Nisaa 'verse 29, *third*, lawful way of obtaining it, be fair and avoid doubt in QS Al Maidah Verses 8, and the *fourth*, lawful manner of use, mutual help and avoid excessive risks, is contained in QS Az Zukruf Clause 32. [11]

Looking at the concept of ethics that is offered and carefully examined appears a very complex reality. The complexity of a business can not be understood separately from a society which in itself also has a very complex structure. However, the behavior reflects the person's ethics (ethics), or in other words, behavior related to ethics. If a person is obedient to ethics, the tendency will result in good behavior in every activity or not, without exception business activities.

Can be concretely illustrated if a businessman who cares about ethics, can be predicted to be honest, trustworthy, just always see the interests of others (altruistic morals) and so on. In contrast, for entrepreneurs who have no ethical awareness, wherever and whenever this type of entrepreneur group will show counter-productive attitudes with the nature of the first group type in controlling the business. [12] However, it is necessary to realize however that in the business world inevitably will emerge ethical problems and ethical problems that must be taken a way out.

Business is also bound by law. In the practice of law, many problems arise in relation to business, both at national and international levels. Although there is a close relationship between legal norms and ethical norms, two things are not the same. The legacy, compared to ethics, is not limited to new problems, for example, due to technological developments.

Unconsciously, cases of violations of business ethics are common and natural in the present. Are not aware, we actually witnessed many violations of business ethics in business activities in Indonesia. Many things are related to violations of business ethics that is often done by irresponsible businessmen in Indonesia. These are forms of unhealthy competition by businesspeople who want to dominate the market. In addition to dominating the market, there are other factors that also affect business people to violate

business ethics, among others, to expand market share, and get a lot of profits. These three factors are common reasons for business people to violate ethics in various ways .

An example of a case in business ethics is to sell unhealthy and unsafe animal foods. Almost every Ramadan comes faced with findings such as the sale of chicken carcasses, "glonggongan" beef and some other cases. In addition to the factors of halal food of animal origin is endangering the health of consumers. This is clearly detrimental to society as the consumer. Prices are soaring high was also accompanied by food quality that endangers the health of consumers. [13]

The solution or action required is assertiveness, that is the key word in stopping the circulation of the meat problem. Should, as soon as the sale of meat is found to be in trouble, then, all the chain of sale of illicit goods must be subject to sanctions. Do not have to wait for them to do it over and over again, which will hurt consumers more. Ironically, this is precisely what has not been done by government officials. So far, the Government has not yet acted strictly against the traders of illicit goods. At most only given reprimands, counseling and coaching. efforts will be made in tackling the sale of glonggongan beef increasingly mushrooming, especially in traditional markets, where in this case of course required good cooperation and coordination between police officers, the Department of Commerce, Department of Animal Husbandry and Health, Ministry of Religious Affairs and Majelis Ulama Indonesia (MUI). The government should also conduct regular supervision not only before Ramadhan or religious holidays, especially the government should not act passively by waiting for the complaint of the people.

In addition it is necessary to all parties willingness to prevent the flood of glonggongan beef in the community. Ironically, this is precisely what has not been done by government officials. During this time the Government has not acted firmly against the traders who sell glonggongan beef. at most only given reprimands, counseling and coaching. In fact, there has been Law No. 8 of 1999 on consumer protection. Article 4 (c) is disclosed if it becomes the consumer's right to know the product quality information in an honest manner. In Articles 8 and 9, the actions prohibited for business actors are prohibited. Even in Article 62, it is explained when a violating business actor may be subject to a fine of up to 2 billion rupiah and a maximum imprisonment of 5 years. The government can also refer to Law No.6 of 1967 on the Principal of Health. To be sure, the perpetrators of the meat trafficking can be subject to criminal articles that are regulated in the Book of Criminal Law (KUHP), especially with criminal fraud.

Another example of a case of violation of business ethics, a result of not achieving the goal of business ethics or the inability to implement rules that constitute principles in business ethics by a company is a violation of ethics. The last example is in Ajinomoto case. Ajinomoto's obstinacy was questioned by the MUI at the end of December 2000 after it was found that the development of bacteria for molasses fermentation process (molasses), contains bactosoytone (nutrients for bacterial growth), which is the result of soybean enzyme hydrolysis of pancreatic porcine biocatalystator. Another case, occurs in the Kratingdeng energy drink product, whose product is alleged to contain nicotine more than the limit permitted by the Drug and Drug Administration. "Therefore, ethical behavior should be cultivated through a process of cultural internalization top down to keep company survive and can improve its financial performance, ".

The influence of organizational culture and ethical orientation toward strategic orientation simultaneously is 65%. Partially, the influence of organizational culture and ethical orientation toward strategic orientation are 26.01% and 32.49%, respectively. This indicates that ethnically and culturally applicable communications may increase the effect on strategic orientation. "The company should cultivate business ethics in order to better selected strategic orientation. One of the requirements for the implementation of innovative, proactive, and courageous strategic orientation in taking risks is a supportive corporate culture. "

Business ethics will not be violated if there are rules and sanctions. If all the wrong behaviors are left, over time will become a habit. Fuss, this wrong norm will become a culture. Therefore, if anyone violates the rules are given sanctions to teach the lesson.

B. Problems

Based on the background then we get the restrictions and formulation of the problem as follows:

1. What is the purpose and scope of business ethics?
2. How business ethics application for business actor?
3. How is law enforcement in business ethics?

C. Discussion

1. Purpose and Scope of Business Ethics

The purpose of business ethics is to awaken moral awareness and provide business restrictions to run a good business and not monkey business or dirty business that can harm many parties involved in the business.

Business ethics invites business actors to create good business image and management (ethical) in order for the business to be accessible to everyone who believes in an ethical dimension in the business world. This at once dispels the bad image of the business world as a dirty, cunning, and deceitful activity. Business activity has ethical implications, and therefore brings with it ethical responsibility to the perpetrators

Business Ethics is the art and discipline in applying ethical principles to examine and solve complex moral problems.

Business ethics is a special (applied) ethics that originally developed in the United States. As a branch of applied philosophy, business ethics highlights the moral aspects of human behavior and the rules that have professions in business and management. Therefore, business ethics can be seen as an attempt to formulate and apply ethical principles in the field of economic relations between people.

Business is business. Business should not be mixed up with ethics. Businesspeople are moral people, but the morality is only valid in their personal world, once they enter the business world they will enter a game that has its own code of ethics. If a gambling game has a legitimate rule accepted, then the rule is also accepted ethically. If a business practice applies so commonly everywhere, it takes a long time to practice such a norm and many people will feel compelled to adjust to the norm. Thus, the business norm is different from the norms of society in general, so the moral judgment is not appropriately applied to business as "greed is good".

Later the above views received sharp criticism, especially from the United States ethicist Richard George. He put forward reasons for the inevitability of business ethics as follows.

First, business can not be equated with gambling games. In business it is demanded the courage to take risks and speculation, but at stake not only money, but also the human dimension such as good company name, the fate of employees, including the fate of others in general.

Secondly, business is a very important part of society and concerns everyone's interests. Therefore, business practice requires ethics, in addition to positive law as a standard reference in decision-making and business activities.

Third, from the business point of view, successful business practices are concerned with the moral norms of society, so that they gain the trust of the community over their products or services.

In detail, Richard George mentions that business ethics involves four activities as follows:

- a. Application of general principles in business practice. Based on the principles of business ethics we can highlight and judge whether a decision or action taken in the business world is morally justifiable or not. Thus business ethics helps pre-business actors to find ways to prevent unethical actions.
- b. Business ethics involves not only the application of ethical principles to the business world, but also to meta-ethics. In this connection, business ethics examines whether ethical behavioral behavior in individuals can also apply to organisations or business firms. Further business ethics highlights whether companies have social responsibility or not.
- c. The field of business ethics studies concerns the views of business. In this case, business ethics examines the morality of the economic system in general and the public economic system in particular, such as issues of social justice, property rights, and competition.
- d. Business ethics also touches on highly macro areas, such as the operations of multinational companies, international conglomerate networks, and others.

After seeing the importance and the very need of business ethics, it's good if we review further what is the scope of business ethics. To date there are three main scopes to be considered in order to achieve the objectives of business ethics:

- a. Business ethics as a professional ethic discusses the various principles, conditions, and problems associated with good and ethical business practices. In other words, business ethics first aims to encourage business people to do business well and ethically.
- b. Awaken the public, especially consumers, laborers, or employees and society broad owners of such general environmental assets, of their rights and interests which should not be breached by any business practices. At this level, business ethics serves to inspire people to act to prosecute business people to do business well to secure the rights and interests of the community. Business ethics invites the public, whether as a cartridge, consumer, or other general asset user relating to business activities, to be aware and struggling to claim his or her rights or at least to prevent his or her rights and interests from being harmed by the business activities of any party.

c. Business ethics also talks about the economic system that determines ethically whether it is a business practice. In this case, business ethics is more macro, which is therefore more precisely called economic ethics. In this macro-scope, business ethics talks about monopoly, oligopoly, collusion, and similar practices that will greatly affect not only the health of an economy but also the goodness of business practices within a country.

The achievement of business ethics objectives in Indonesia is still faced with several problems and obstacles. some of these obstacles are:

a. The moral standards of business people are generally weak.

Many of the businesspeople prefer to take shortcuts, even justify any means to make a profit by ignoring business ethics, such as forging mixes, weights, measures, selling outdated items, and manipulating financial statements.

b. Many companies have a conflict of interest.

This conflict of interest arises because of a discrepancy between the personal value it embodies or between the applicable rules and the goals it wishes to achieve, or the conflict between the personal value it follows and the business practices of most other companies, or between the interests of the enterprise and the public interest. People who are less resolute in their moral standards may fail because they pursue goals by ignoring the rules.

c. Unstable political and economic situation.

This is compounded by the many political plays played by political elites, which on the one hand confuse the public and on the other provides an opportunity for those seeking political elite support for the success of their business ventures. Poor economic situation often leads to speculation to take advantage of opportunities to gain profit regardless of the outcome.

d. Weak law enforcement.

Many people who have been convicted in court can be free to roam and remain in office in government. This condition makes it difficult to motivate businesspeople to uphold ethical norms.

e. There is no organization of business and management profession to enforce business and management code of ethics. Organizations such as the Chamber of Commerce and Industry (Kadin) and its associated companies have not specifically addressed the preparation and enforcement of business and management ethics codes.

Now businesses are already aware of the importance of Business Ethics in business operations. Even in the development of Business Ethics is no longer a burden that must be implemented company but has become one of the company's development strategy. Because company objectives can be defined as an effort to "maximize the owner's welfare over a long period of time through goods and / or service sales activities. Real examples of the benefits of business ethics as a corporate development *strategy* such as *Company Social Responsibility* are thought to benefit companies in the form of profitability, stronger financial performance, lower risk of conflict with the environment, enhanced corporate reputation, etc.

2. Business Ethics Application For Businesses

In general, ethics is the normative science of human life guide, which gives the command what should be done. So when ethics leads people to the actualization of their best capacity by applying ethics and honesty in trying to create both direct and indirect assets that ultimately increase the value of the business entity itself.

Basically business ethics practices will always benefit the company both for the medium and long term. Thus, it becomes clear that without an ethic of reference, the businessman will loose uncontrollably, make every effort, sacrifice anything to achieve his goal. In general, the philosophy that dominates the business is how to maximize profits.

The existence of 6 (six) principles in Islamic economics that must be applied are: [\[14\]](#)

- a. Tauhid (unity). The concept of monotheism is a vertical dimension of Islam as well as horizontal that combines political, socioeconomic, human life into a homogeneous homogeneity that is consistent from within and wide as well as integrated with the vast nature.
- b. Balance (justice). This justice is very stressed by Allah by calling Muslims as *ummatan wasathan*, which means the people who have togetherness, dynamics in motion, direction and purpose and have collective rules that serve as pembenah or justification. Thus balance, togetherness, modernity are the fundamental ethical principles that must be applied in business activities and entities.
- c. I want to be free. Man has a free will to direct his life to the goal he will attain. Humans have the freedom to make an agreement or not, carrying out a certain form of business activity, be creative by developing all the potential business that is on earth.

d. Accountability. All freedom in doing business by humans can not be separated from the accountability that must be given to the activities undertaken. Business activities are limited by legal bedrock, norms and ethics to be obeyed and made reference or references and grounding in the use of controlled resources.

e. Principle of honesty. Honesty is the key the success of business people to keep their business in the long run. Honesty is required in the business world, for reasons of honesty are needed in starting an agreement or contract and honesty is very relevant to the supply of goods to consumers, and honesty is indispensable in internal working relationships.

f. Principle of justice. The principle where to be fair in perform obligations and obtain rights. [15]

The above six principles contributed to the morning of the business actors. Between economics in business and ethics (ethics) is never separate at all, as well as between science and morals, between politics and morals, and between war and morals. Morals are the flesh and artery of Islamic life. Because the message of Islam is the treatise of Morals. As well as never separated between religion and state, and between matter and spirit. A Muslim is convinced of the unity of life and the unity of humanity. It is therefore not acceptable at all to act the separation between world life and religion as it did in Europe.

3. Law Enforcement in Business Ethics

Business activities can not be separated from legal factors and signs law other than the signs of business ethics. The need for legal understanding to be protected from fraudulent business practices.

a. Aware that Indonesia is a state of law and in the eyes of human law it is the same, meaning there are no exceptions.

b. Paying attention to the mass media coverage of the Legislation Bill , the discussion in the House of Representatives with the parties concerned, until it is ratified as a law signed by the President and included in the state gazette.

c. A law that has been passed is not enough. In the implementation will be followed by the issuance of Government Regulation (PP) as a technical guidance of its implementation, then when it comes to detail and technical matters will be followed by the issuance of Ministerial Decree (Kepmen).

- d. Know some Laws related to business matters, for example by reading books, magazines, or newspapers that describe the laws or regulations of central and local government
- e. If the case concerns civil and criminal matters, in order to face the case from the complaint, to the examination, to the court, it is better to use the services of a lawyer or Legal Aid Institute (LBH), so that we will not be harmed because of our limited knowledge of the law, -the law, the legal process, and so on.
- f. Do not try to deceive or violate the law either intentionally or unintentionally because of our ignorance, because the law must continue to be implemented or implemented along with its sanctions.
- g. In applying the business must know the legal requirements on which the business is based and the relevant requirements.
- h. Be careful in making agreements or contracts with other parties. Do not let us be harmed or taxed traps that are legally valid but in fact very harmful to us, or make agreements that would violate the law. Ask for advice or advice from legal counsel and from experienced ones.
- i. Become a member of a trade association or similar company that has many benefits for the protection and progress of the business. For example Inkindo, Gapensi, Akli, Asephi, and so on.

Law as one means / tool of control (*social control*) is effective to control unhealthy business practices. Because the law establishes firmly what to do or not to do , and its written form gives a sense of security for business people, because if there is a clear violation of sanctions.

Business can not be separated from legal factors, but the law alone is not enough to regulate business, in this case also supported by other factors such as ethics. Even at the normative level, ethics precedes the law. Obeying the law in business is a must.

Business ethics underlie the formation of the law (substantive) rather than the opposite law. Establish business ethics. Ethics as a part of philosophy (general) that studies about human behavior about good and bad in the life of society.

Legal philosophy learns about the nature of law, it is also a branch of (special) philosophy. Both (ethics and philosophy) are essentially equally discuss the rules of human behavior in life society and applied in life society.

Ethics relate d e ng late on a pa which is *true* and what is. *s ne*, while the law tends to be construed as a matter of *legal* or *illegal* . Not all ethics governed entirely by the law,

because the constantly evolving ethics in public life y an g m encerminkan ethical thinking people in building a business ethics, while the law is limited. Nevertheless, the law must be able to codify the expectations of ethics (business), although it is realized that not all ethical expectations can be fulfilled entirely by law.

The development of a healthy business culture, ideally starting from the re-formulation of basic ethics (agreed upon by all parties) used as a norm of behavior before rules / norms of conduct are made and implemented. Business ethics norms are then manifested in legal form. In this case stika can be viewed as *state of the art* law is a code of conduct interpreted into the law as a guide / regulation in the future. In das a paint a mixed picture is dynamic norms, as set forth in the law of the dynamic properties to be reduced and possibly even static.

Law enforcement in modern society is not only defined in a narrow sense but also in a broad sense, as in Indonesia law enforcement is dictated by the human element and its social environment. Humans must be self-actualizing with their social environment, and conversely the social environment is filled and influenced also by human behavior.

Human behavior in society is not free, but is disciplined by the network of rules contained in society. These rules are a binding and limiting behavior of people in society, including law enforcement officials. In a broader sense or law in general is the whole set of rules or rules in a common life. The entire rules of conduct that apply to a common life that can be enforced by a sanction.

On the other hand, Soedarto asserted that law enforcement can be preventive, repressive and curative and can also be applied to the areas of criminal law, civil law and administrative law. All of these law enforcement systems are respectively supported and implemented by state equipment or law enforcement apparatus that has their own rules as well. [16]

Preventive law enforcement is a crime prevention effort, an effort to keep the person and the community at large from committing crimes. The enforcement of a repressive law is any action taken by the law enforcement apparatus after a crime has occurred. Then curative law enforcement is a preventive law enforcement in the widest sense in crime prevention efforts that focus more on actions against people who commit crimes. [17]

Law enforcement involves not only *law enforcement* but also *peace maintenance* , since law enforcement is a process of harmony between real values, rules, and behavioral patterns, aimed at achieving peace. The main task of law enforcement is to achieve justice. It is through law enforcement that this law becomes a reality.

In the field of law, justice is a duty to the law or is a legal use. Justice which is the legal duty is the result of harmony between the rule of law and the legal compatibility.

Ideally, legal certainty is a reflection of the principle of *neminem laedere*, while the comparison of law is a reflection of the principle of *suum cuique tribuere*. The principle of *neminem laedere* is not to harm others. Broadly speaking this means what you do not want to be natural, do not cause others to experience it. The *suum tribuere* principle of acting is comparable. Broadly this principle means what you can get, let others try to get it.

Both of the above principles, each one is a pole in the image of justice. The principle of *neminem laedere* is a joint of *equality* directed against the public without exception, with other words, this joint is the basis for the association of life. The principle of *sui cuique tribuere* is an *equity* joint that is directed at the equation of what is not different and distinguishes what is not the same. In the association of life itself *equity* will be experienced in the things that are special and concrete.

Since the principles of *tepa-salira* ie *neminem laedere* and *suum cuique tribuere* are in the poles of the image of justice, then justice as a state is a harmony between the two principles. As a process, justice is the harmonization of the two principles mentioned above. [18] What other people have rights should be given and protected in proportion to what they have done / given.

For business people, the principle of *neminem laedere* and the *suum cuique tribuere* principle is very necessary to be appreciated and developed. The principle of comparison and do not harm others for the parties involved in the world of commerce means recognizing the rights and obligations of each party. These parties are not only businesspersons, but also consumers, the wider community, employees, creditors and the Government.

There are at least three goals and scope of business ethics: [19]

- a. Business ethics as a profession discusses various principles, conditions, and problems related to good and ethical business practices. This means an appeal and hope that business actors in running their business in accordance with ethical values and done well.
- b. Awaken consumers, workers or employees and the public at large, to their rights and interests that should not be violated in business practice. This is often forgotten and rarely mentioned in business. At this point the target is vital in the competition

c. Business modern. Business ethics also talks about the economic system that determines ethically whether it is a business practice. This undermines the legal-political importance of good business practice, the importance of effective laws and rules and the role of government to ensure the sound and consistent business rules.

Clearly, for business people there are principles that should be adhered to as ethics, namely: [\[20\]](#)

a. Principle of autonomy;

Autonomy is the attitude and ability of a human being to make decisions and act on his own consciousness of what he considers good to do. A business person is an autonomous person, meaning that he is fully conscious of his or her field of activity, the situation at hand, the demands he has on him, the demands and rules that stick to him. In a business person, his vision and mission must be clear. Therefore, this autonomous attitude must be held in order to do something, he realized that what is done is good and not just follow the moral values that exist. The value of awareness in making this decision must also be followed by a great responsibility. Thus an autonomous person is a person who knows his actions, is free to act and make decisions, but also responsible for its actions and decisions, or to know the consequences that may arise and occur.

b. The principle of honesty;

At first glance, this principle has a contradictory element, because, business is seen in *profit oriented*, while honesty contains the teachings of morality. Honesty can be the key to success, if you want the business to survive and grow. Honesty based on good faith must be one of the main pillars in developing the business world. This principle of honesty becomes important by looking at:

1) Fulfillment of terms of agreement.

In fulfilling the terms of this agreement, honesty is very important to the parties, as it determines the relation and continuity of its business. In this global era, such rapid and sophisticated information and communications greatly enable the opening of cheating parties. In doing business.

2) Offer goods and services

The supply of goods and services should be proportional to the quality and price. Consumer confidence is the key. Fraud by a businessperson, whether through tampering, merchandising and other unfair means will cause the product to be abandoned by the consumer.

3) Internal work relations within the company

The honesty that is created within the corporate environment is at the core of the company's strength. It is hard to believe that a company will survive and develop, if the work relationship within the company is not based on honesty, either by its employees or by its leader.

c. The principle of justice;

This principle requires that everyone be treated equally in accordance with fair rules and in accordance with objective and accountable criteria of rationality. This means that no one should be impaired by rights and interests. Justice here is distributive justice, that is, a person must obtain what is his rights and protected his interests in accordance with what is given by him.

d. Mutual Benefit Principle ;

This principle is to accommodate the nature and purpose of business. If on the principle of justice, no one should be harmed, then on this principle must be mutually beneficial. This means there must be a *win-win solution*.

e. Principles of moral integrity.

This principle is important in running a business to keep its name and company alive. This principle applies and must be enforced in and out of the company.

The principles in business ethics are essentially no different from the principles of law. From the principles of business ethics has been covered in the principle of *neminem laedere* and the principle of *suum cuique tribuere*. Although the sanctions are only moral sanctions, but if violated can also be legal sanctions contained in it, for example; on the principle of honesty, regardless of the terms of the agreed agreement can be prosecuted on the basis of default.

D. Conclusion

1. Conclusion

a. Business ethics is an ethical application that regulates business behavior. The norm of morality is the cornerstone that becomes the business reference in its behavior. The basis for its behavior is not only the economic laws and market mechanisms that drive business behavior but the moral and ethical values are also the most important reference which should be the basis of its policy.

b. The practice of business ethics will always benefit the company both for the medium and long term. Thus, it becomes clear that without an ethic of reference, the

businessman will loose uncontrollably, make every effort, sacrifice anything to achieve his goal.

c. Law enforcement involves not only *law enforcement* but also *peace maintenance*, since law enforcement is a process of harmony between real values, rules, and behavioral patterns, aimed at achieving peace. The main task of law enforcement is to achieve justice. It is through law enforcement that this law becomes a reality.

2. Suggestions

a. The need to maintain ethics in the business that must be agreed upon by people who are in business groups and other related groups. Because to realize ethics in business need to talk transparently between all parties, whether entrepreneurs, government, society, and, other nations so that not only one party that runs ethics, while the other stands on what they want.

b. The need to awaken the public, especially consumers, laborers, or employees to their rights and interests that should not be violated by any business practices. inspire people to act to prosecute business people to do business well to secure the rights and interests of the community.

c. The need for strict law enforcement so that everyone is treated equally in accordance with fair rules and in accordance with objective and accountable criteria of rationality. this means that no one should be impaired by rights and interests.