



Entrepreneurship Ethics

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Receive: 10/08/2023

Accepted: 10/09/2023

Published: 01/10/2023

Abstrak

The purpose of this research is to find out about how people behave as entrepreneurs in their business, known as entrepreneurial ethics. Many business owners overlook the importance of ethics when starting a company because they believe it can be done quickly with a lot of skill and funding. This research uses a qualitative approach, using data processing techniques based on interviews, observations and documentation related to this research. The research results obtained are that in their daily entrepreneurial actions, managers are always faced with ethical dilemmas, which they must maintain continuously because a company's ethical reputation takes time to develop. And goodwill is an invaluable asset for a business.

Kata Kunci: Etika, Kewirausahaan

Abstract

Tujuan dari penelitian ini adalah untuk mengetahui tentang bagaimana orang berperilaku sebagai wirausaha dalam bisnisnya dikenal sebagai etika kewirausahaan. Banyak pemilik bisnis mengabaikan pentingnya etika ketika memulai sebuah perusahaan karena mereka yakin hal itu dapat diselesaikan dengan cepat dengan keterampilan dan pendanaan yang besar. Penelitian ini menggunakan pendekatan kualitatif, dengan menggunakan teknik pengolahan data berdasarkan wawancara, observasi, dan dokumentasi yang berkaitan dengan penelitian ini. Hasil penelitian yang diperoleh adalah dalam tindakan kewirausahaan mereka sehari-hari, para manajer selalu dihadapkan pada dilema etika, yang harus mereka pertahankan terus-menerus karena reputasi etika perusahaan memerlukan waktu untuk berkembang. Dan niat baik adalah aset yang tak ternilai harganya bagi sebuah bisnis.

Keywords: Entrepreneurship, Ethics

Introduction

This study of how people behave as entrepreneurs in their business is known as entrepreneurial ethics. Many business owners overlook the importance of ethics when starting a company because they believe it can be done quickly with a lot of skill and funding. Even with unethical entrepreneurs, things don't always go according to plan in a business. Because ethics is the study of the moral dilemmas experienced by someone and the truth

values they adhere to. An ethical decision is something that is deemed appropriate in relation to customary behavior. Entrepreneurial ethics encompasses the interactions a business has with its investors, as well as with its clients, staff, competing businesses, and so on. Entrepreneurs are required to behave morally. In various social activities, it is very important to uphold company ethics to maintain the company's reputation. In their daily entrepreneurial actions,

managers are constantly faced with ethical dilemmas, which they must defend constantly because a company's ethical reputation takes time to develop. And goodwill is an invaluable asset for a business. If ethics is something that must be encouraged, then persuading others to act morally can be a beacon that requires the voluntary consent of all group members. A moral entrepreneurial world will be able to create moral guidelines or norms that guarantee fair and harmonious business operations.

To keep a company's reputation intact, ethics must be upheld. Managers face these ethical dilemmas every day when running their businesses, but these dilemmas must be continually upheld because a company's ethical reputation is built over time, not overnight. And goodwill is an invaluable asset for a business. Ethics functions as a signal that all members of a group have agreed to do good, if morality is something that motivates individuals to do good. The development of ethics (benchmarks/signs) that guarantee balanced, harmonious and compatible entrepreneurial actions will be possible in a moral entrepreneurial environment. The use of ethics as an indicator by community groups can help direct and remind their members of commendable actions (good behavior) that need to be followed and practiced at all times. Of course, members of the entrepreneurial community and other related groups must agree on the ethics of entrepreneurship.

Previous research was carried out with the aim of maintaining authenticity, avoiding mistakes made by previous researchers, as well as duplication and replication of the same research. Research that is directly relevant to the current research is often the type of previous research used. Student Motivation in the Entrepreneurship Process (Research on

Students at the Faculty of Social and Political Sciences, University of Lampung). Author Puji Lestari Ningsih Sociology Department, FISIP, University of Lampung 2012. According to this research, there are two elements that influence students' motivation to start their own business:

1. Internal elements, self-desire, coercion due to low family money, and the desire to generate one's own income.
2. External influences, influences from the surrounding environment, including gathering friends during college and encouraging lecturers to start entrepreneurship. This research only looks at student motivation consisting of internal and external elements in starting an entrepreneurial business. However, it does not discuss in detail how students run their companies, what challenges they face along the way, or how their performances address various internal issues.

Testing Motivational Factors That Influence Interest in Entrepreneurship (Undergraduate Students at the Faculty of Economics and Business, Dipodogoro University, Semarang) author Aditya Dion Mahesa, Diponegoro University, Department of Economics and Business, 2012 Final The findings of this research make it clear that students' ambition to become entrepreneurs is positively influenced by their independence in work , and that entrepreneurship is motivated by tolerance for risk and success. Description: There are similarities between this research and previous studies, namely that it only focuses on variables that support student entrepreneurship. However, there is no additional explanation regarding how to manage the company properly and successfully or deal with future problems. Necessary to prevent the failures we so often avoid, these issues need to be

investigated early on. because failure is still a common occurrence for many new businesses. There are similarities with the results of previous research which looked at the motivation of the younger generation to set up their own business both as students and vocational high school students. A number of elements, including those related with learning, instrument preparation, motivation, and external influences, may influence an entrepreneur's drive. As an external factor, the educational environment is a very effective area. in encouraging the development of entrepreneurial behavior.

Method

This research uses qualitative methodology. The research uses descriptive methodology, which is a data analysis technique that includes summarizing or reporting the information collected without attempting to generalize or draw conclusions. This type of research is field research which uses descriptive or methodological research according to the problem that has been identified. honestly and accurately describe the circumstances, characteristics and relationships between the things studied.

Results and Discussion

Entrepreneurial ethics is a set of moral guidelines for decision making and problem solving that are based on accepted moral principles. Morals to maintain stakeholder loyalty when making decisions and solving organizational problems, entrepreneurship is very important. One way to think of entrepreneurship is as a set of norms, rules, and conventions specific to the entrepreneurial environment. Thus, the requirements for an entrepreneur are:

1. Politeness.
2. Politeness when conducting business ventures.

3. Moderation in all activities and behavior when starting a business.
4. Take ownership of your company.
5. Act with integrity and honesty in accordance with your field of work in business.

The study of ethics examines moral judgments and what is right and wrong. Meanwhile, it is true that moral choices are common behavior. The relationships a business has with investors, customers, staff, competitors and other stakeholders all fall within the realm of business ethics. Businesses and individuals are expected to behave morally in all their societal endeavors. According to various points of view regarding entrepreneurial ethics, there are several indicators that can be used to find out whether a person or organization has implemented business ethics in its operations. These indicators include, but are not limited to, the following: economic indicators; applicable special regulatory indicators; legal indicators; indicators of religious teachings; cultural indicators; and ethical indicators for every business actor.

1. According to economics, a company or its employees demonstrate entrepreneurial ethics if they have managed natural resources and company resources effectively without causing harm to others.
2. Indicators of entrepreneurial ethics in accordance with relevant special regulations, in other words a business actor can be considered ethical if all business actors follow the specified guidelines.
3. A person or object is a legal indicator of entrepreneurial ethics. If business people follow all relevant legal requirements when conducting business, the company is said to have adopted business ethics.

4. Entrepreneurial ethics indicators are based on religious doctrine. Those in business if a company continuously bases its operations on the principles of the religious beliefs it adheres to, then the company is considered ethical.
5. Indicators of entrepreneurial ethics based on cultural values. All successful business people, both personally and professionally, have managed their companies by taking into account the regional and national cultural norms and activities of a company, the customs of the surrounding area. According to each individual, a sign of entrepreneurial ethics is when a business actor works with dignity and does not compromise his personal integrity.

In general, business principles will always be a part of our daily lives. However, in reality, the regulations governing entrepreneurship are actually an application of general morality. Principle of Autonomy, People in the corporate sector who have autonomy are fully aware of what they are doing, which is their job. He will know that you acted not only in accordance with moral standards and accepted ideals but also because you knew and understood that the action was right because it had been thoroughly thought out and evaluated. In this case, one example is that the business owes its clients, among other things:

1. Provide the best goods and services that meet their needs; Business actors must treat customers fairly in all transactions, including providing excellent service and resolving complaints.
2. Work tirelessly to maintain and improve the quality of the surrounding environment as well as

the health and safety of its customers.

3. Respect human dignity when offering, marketing and advertising products.

Principle of justice: According to this idea, everyone should be treated equally and fairly, with norms based on reasonable and objective standards. Justice is the maintenance of the interests and rights of each party. Aristotle put forward several conceptions of justice, including the following:

1. Legal justice is the study of interactions between people or social groups, the state, and society. It is guaranteed that each party will be treated in accordance with the relevant legal framework. Legal justice specifically requires that the state treat all economic actors impartially. It also ensures sound business practices by enforcing fair laws and regulations for all businesses. Justice that regulates fair interactions between individuals is known as communal justice. This justice is related to horizontal interactions ontal relations between individuals and vertical relations between the state and society. This business of justice involves the exchange of justice between the parties involved, functioning as a venue for exchange.
2. Distributive justice, which is usually called economic justice, is the fair allocation of wealth among all members of society. Justice business in this world is associated with the principle of equal treatment in accordance with fairness and good norms and regulations that also apply within the company. Principle of Equal Profitability This idea requires that

everyone strives to achieve mutually beneficial results. In the business sector, this idea is very strict. Competition in the business world must be able to produce win-win outcomes.

There are two (two) aspects to entrepreneurship, namely the company aspect and the entrepreneurial mental attitude. These two elements have the following factors impact on company bankruptcy:

1. A brief sense of satisfaction after they enjoy brief success. Entrepreneurs usually experience a phase of rapid complacency. This achievement gives rise to a sense of pride. This excessive self-indulgence leads to a rush of complacency. Quick consequences. Because complacency breeds indifference, lack of creativity, blunted innovation, and other negative impacts, this competition continues. The potential for a business to go bankrupt is one of the deadly impacts.
2. Developing tendencies toward laziness like everyone, entrepreneurs experience moments of torpor. If the frequency and intensity of entrepreneurial operations decreases due to the thickening of this attitude, leading to a lack of creativity, originality and other areas. If this continues to happen over a long period of time, it will ultimately result in decreased business activity that will have an impact on the business. At the end of the process there are losses which if continued can lead to bankruptcy.

Conclusion

The study of how people behave as entrepreneurs in their business is known as

entrepreneurial ethics. Many individual entrepreneurs tend to ignore the importance of ethics in starting a business because they believe that they can raise a lot of money quickly with their skills and talents and start a company quickly. In contrast, without entrepreneurial ethics, a business cannot exist or operate as it should. Because ethics relates to values related to truth and moral dilemmas that affect individuals. An option that is considered ethically reasonable in relation to conventional behavior is one. Entrepreneurial ethics encompasses the interactions a business has with investors, customers, creditors, staff members, competing businesses, and so on. It is hoped that the business community will behave morally. in various social activities.

Many business owners overlook the importance of ethics when starting a company because they believe it can be done quickly with a lot of skill and funding. Even with unethical entrepreneurs, things don't always go according to plan in a business. Because ethics is the study of the moral dilemmas experienced by someone and the truth values they adhere to. An ethical decision is something that is deemed appropriate in relation to customary behavior. Entrepreneurial ethics encompasses the interactions a business has with its investors, as well as with its clients, staff, competing businesses, and so on. Entrepreneurs are required to behave morally. In various social activities, it is very important to uphold company ethics to maintain the company's reputation. In their daily entrepreneurial actions, managers are constantly faced with ethical dilemmas, which they must defend constantly because a company's ethical reputation takes time to develop.

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