



Education Ethics Business for Increase Awareness of Environmental Living

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Abstract

One of the most set important social challenges for business is a balance between economics interests and maintain orders materialized ecologically sustainable development. Morals and ethics have a function to give the orientation of how and where we are heading in life, but the difference is that morality is a direct show of ways to go, while directing the choice of ethics precisely why you should move in such away? Business ethics is the application of ethical thinking in general, in business behavior. Business ethics is note a specific part of ethics which is different from ethics in general and are applicable only for business. If dishonesty is considered unethical and immoral, then anyone in business who are note honest with shareholders, employees, consumers or competitors, have acted in an unethical and immoral manner. According to the conventional ideology of economic development and preservation is a dichotomy that separated from one another. When in fact, both have a very close relationship and jointly become a national agenda that must be considered by the government and society in a country. This means that without an adequate environmental protection, development will be lost meaning (undermined). Thus, the nature of the sustainable development, is the balance between economic interests with ecological sustainability (ecology are: Science of learning about how living creatures interact with one another within an ecosystem). Economics learning goals leads students to have the abilities to resolve the various problems it faces. Therefore, through the educational values in business ethics expected of students have the knowledge and the provisions to be applied in everyday life which would note intentionally or engage in business activities

Keywords: *Business Ethics Education, environmentally friendly awareness*

Introduction

Education in the broadest sense is a process related to effort to develop in a person three aspects of his life, namely view life, attitude life, And Skills life. Effort For developing these three aspects can be implemented at school, outside school and family. Activities at school are planned and implemented strictly with principles Which Already set. Implementation education in outside schools, even though they have clear plans and programs, their implementation is poor relatively more loosely with various guidelines that are relatively flexible to be adjusted with need And condition local. Whereas implementation education in in The family is implemented informally without standardly formulated goals And written (Zamroni, 2000).

Business ethics is the application of ethical values in business activities. Like applied ethics in general, the field of business ethics studies can be categorized into macro, micro, individual, and international level. According to Suseno (1989) And Keraf (1991) that There is difference And equality between "ethics" with "morality". Moral And ethics have function give orientation how and where to go in this life, but the difference that morality directly indicates ways to proceed, whereas ethics precisely direct on choice Why must step with method like that? In other words, morality is an institution, while ethics is is attitude critical every individual or group in realize morality.

In simple terms, what is meant by **business ethics** are methods to carry out business activities, which covers all related aspects with individual, company, industry And Also public. All of them This includes how we conduct business fairly, in accordance with the law applicable, and does not depend on the position of the individual or company in public. Business ethics is broader than the provisions

regulated by law, in fact is standard Which more tall compared to standard minimum provision law, because in business activities we often find gray areas No arranged by provision law.

With the increasingly rapid development of information, if without offset with understanding of the "moral" business world, then the business world it will become a modern jungle and of course the laws of the jungle apply. Who is strong will oppress weak so that what is mandated in 1945 Constitution, Chapter 33 that is create economy Which democratic with put forward principle togetherness, efficiency fair, sustainable, environmentally conscious, independent, and maintaining a balance of progress and unity economy national, No will Once materialized.

Hope Which ethical is part important from environment business. Public expect business become ethical And want manager the company applies ethical principles – in other words, guidelines about what is right and wrong, fair and unfair, what is moral and what is not – if they make decision business (Post, 2002). Standard ethics can differ from one society to another. Even though they differ in depth interpret ethics, No rule out agreement ethics general Which has achieved. For example, the European Union's Social Charter introduced workers' rights and humane workplace treatment among peoples become its members; besides That adopted Also A agreement Which forbid bribery of foreign officials in international trade.

In system economy market free, company directed For achieve the goal of getting the maximum possible profit, in line with efficiency principle. However, in achieving these goals business people often fail justify various method without care is his actions violate ethics in business or not. This happens due to management and employees tend look for profit just so that happen deviation norm-ethical norms, even though these companies

have internal *codes of conduct* doing business that must be obeyed by all organs in the organization. Application of rules *good corporate governance* in private companies, state-owned companies and government agencies also still weak. Many companies commit violations, especially in reporting performance finance company.

Wrong One challenge social Which most important for business is balance between economic activities and ecological sustainability. Agriculture, mining, production industry, produce waste And pollution simultaneously with generated goods/services. Waste And pollution is effect side Which extract and require high costs to overcome. Therefore it is related with ecology and environmental problems, forcing the government, society And world business For increase understanding about How man behave in sustainable development that is environmentally friendly, namely There is enhancement economy However No damage environment (Post, et all 2002).

Research Methods

The study carried out by the author is literary or library research (*library research*), namely literature review through library research regarding business ethics.

Results and Discussion

Education is choice For change life, through education human civilization will be improved. Education as a means For can fulfillment all need. Every man need education, until whenever and wherever he is. Education is very important that is, because without education humans will find it difficult to develop and even... backward.

In the National Education System Law No. 20 of 2003 it is stated that Education national works develop ability And form character as well as civilization nation Which dignified in frame to educate the life of the nation, aiming to develop

the potential of participants educate them to become human beings who believe and fear God Almighty One, noble character, healthy, knowledgeable, capable, creative, independent and a citizen democratic and responsible country. The nation's normative goals will be operationalized in objective learning. As for objective learning economy direct student For own ability in solve various problem economy Which faced. Ethics is a concept between right and wrong. Ethics teaches whether our behavior is moral or not, And related with connection man the basic one. How we think and act towards others and how we want other people to behave or behave towards us. Ethical principles is guidelines for behavior moral. As example, in in public, lying, stealing, cheating, and hurting others are considered unethical and not moral. Honesty, keeping promises, helping people other, and respect the rights the rights of others are considered ethical and constitute expected moral behavior. Rulebehavior base like That important for continuity And continuation life organization anywhere.

These right and wrong behaviors come from various sources. Religion is source guidelines ethics Which main For most person. Family Which become source behavior Correct And Wrong to child moment they grow mature, thereby Also school, Teacher, neighbor, Friend, Idol, even media Electronics can influence what we believe to be right or wrong in life. This learning process forms a self-concept of ethical behavior, morally and socially acceptable. The core of this ethical belief will be guide Which help guide somebody moment appear ethical confusion.

Ethics business is application from thinking ethics in a way general in business behavior. Business ethics is not a special part of ethics that is different from ethics on generally And can applied only For business. If non-honesty is considered unethical and immoral, so anyone in business who dishonest towards shareholders,

employees, consumers or competitors, has Act No ethical And No moral. If it protects people other than danger considered ethical, so A company Which interesting products Which dangerous is considered to act ethically. To be considered ethical, a business must create clear rules from the same source about what behavior is considered correct. Businesses should not create their own definitions of what correct And Wrong. Employees and managers sometimes have to act unethically because of the situation business, but society doesn't can accept exceptions like This (Post,el al, 2002).

Bertnes, (2000) explains that the concept of business ethics has meaning which focuses on moral values and norms in economic activities and business. Business ethics is a field of applied ethics study, which can be applied at three levels, namely: macro, intermediate and micro levels. At the macro level, it is studied aspects moral from system economy as whole. For example about justice, honesty, mutual respect and so on. At the intermediate level, business ethics examine ethical issues in the organizational field namely the company. Whereas on level micro, focus on individual in relationship with economy or business like for example not quite enough answer ethical a employee to his company, manager, consumer And etc.

So company in carrying out their duties producing goods/services For served to society or consumer, No seldom give rise to conflict interest between interest public general with interest company. This conflict of interest A lot of good things happen to the company large, medium or small, especially related to the emergence of pollution Which is an impact from the process production. This pollution can take the form of air pollution, waste water pollution, noise pollution, even mental pollution. Therefore company sued so that responsible on loss Which experienced society in addition to other consequences. Post, et al

(2002) stated that simultaneously the company will carry out three types of responsibilities different to stakeholders, which must be executed in a way balanced.

Third responsibility the includes:

- A. *Economics responsibility*, corporate companies are formed with the aim of produce profit in a way optimal. Responsibility economy in among them to para holder share (distribution dividend), increase mark company in the form of *retained earnings* and economic responsibility to para creditor For pay installments and loan interest.
- B. *legal responsibility*, In carrying out its operations the company must obey various regulation legislation Which applies as form company responsibility.
- C. *Social responsibility*. The third responsibility that the company must carry outis corporate social responsibility. Kotler And Lee (2005) give emphasis on commitment company in a way Like willing For join in improve the welfare of the community and is not a business activity required by law and regulations such as the obligation to pay tax, or obedience to legislation employment.

When linked with life daily, ethics business is implementation of social responsibility of a business that arises within the company itself. Business always related to ethical issues in do his activities daily. Like case man personal Also own ethics association between man, so association business with The general public also has social ethics, namely business social ethics. Ethics business relationships can covers a number of matter between other:

- Connection between business with consumer/ customer.

Connection between business with customer is connection Which Lots done. Therefore, business people must maintain good social ethics. Some examples of interactions with customers/consumers include givingAfter-sales service, for example, provides a guarantee for long-term use of the product certain time; provide an explanation of the materials used For

create a product in its packaging; giving a truly halal label guaranteed the truth; And other etc.

Connection Manager with employee Managers are one of the keys to whether a company will act ethically or not. As the main decision maker, managers have greater opportunities if compared to with Which other For start effort ethical his company. Ethical relationships with employees include, among other things: setting rates wages in accordance rule; giving incentives/bonuses for employee Which perform; attention to well-being and health; termination of employment (PHK) must be based on clear reasons; job training to improve skills; promotion position And other etc.

- Connection between businessman.

Relationships between one company and another can occur, for example between company with para competitor, with distributor, with wholesaler, with distributors, with material suppliers and others. In establishing a relationship with parties the No seldom happen collisions interest. For avoid disputes that peaks, then action Which ethical is key its success, that is must Honest, promise must fulfilled, And each other profitable.

- Connection with Investors.

Company Which shaped Company Limited And especially Which will or has " *gone public* " and must always provide complete, correct and valid information accountable for the condition and prospects of the company. Information those who are dishonest will mislead investors when making decisions For embed the capital in company the. Don't until happen manipulation data company or giving information Which No Honest sake one-sided interests. For this reason, the government formed BAPEPAM (Badan Capital Market Executor) as an extension of the government to overcome this problem.

- Connection with government .

Company relationship with government parties, usually related to affairs payment of taxes (Tax Service); employment affairs (Department of Manpower); affairs licensing (Department Trading, Department Industry) And etc. For this reason, the company must provide correct reports so that it does not There is a trend in a direction that is detrimental to the government and society generally.

World business Which moral will capable develop ethics (benchmark/ signs) ensure activity business Which balanced, aligned And harmonious. By being ethical in business you will be able to guide and remind its members to a commendable action (*good conduct*) that should always obeyed And held.

The real impact of business people's ignorance of business ethics is: environmental damage; habit of giving bribes which is getting more serious and destroying the social and cultural order of society; fraud/forgery; and theft ideas/product piracy. If this continues, how could foreign investors interested embed the capital in country We? Situation This give rise to question about Why matter This happen? is para businessman the No Did you learn business ethics in college? What's wrong with our education? because educational institutions should function as *morale force* in straighten up values truth And specifically values in doing business.

How is business ethics actually taught in schools—if at all—and in college tall? Ethics business is eye studying Which taught in environment education tall Which offer program education business And management. A number of constraint often faced in grow and develop ethics business in the world education.

First , the public's misperception is that business ethics is only necessary taught to students of management and business programs

because of education program This aim print graduate of as candidates businessman professional. Such a perception is certainly lacking appropriate. Because in essence that is involved in activity business is all over public, only role Which played different. There is Which role as businessman/ producer, as consumers, as investors, and so on. If at this time someone who working as an employee, no There is no possibility of switching at a later date profession to become a successful businessman. Therefore, it is more appropriate if education base doing business Which accompanied with education ethics business given on other programs/majors. Apart from that, business ethics education is full of values. values that must be applied in everyday life, educators must act as a role model/exemplary model in ethics learning applications the business. Second, moral and ethical values in business behavior will be It is more effectively taught during the child's golden age , namely 4-6 years old. Therefore, learning must be thematic. For example on subjects religion, teachers can teach business ethics with give an example of how Prophet Muhammad SAW when trading though take advantage, however not sky high. Third, parents think that is something the thing that No Possible teach child in House about ethics business Because theynot a businessman. This narrow view is based on an understanding of business ethics is affairs businessman. Whereas, Actually enforcement ethics business Also is the consumer's responsibility. Example: Parents can teach ethics business in environment family with road give understanding Which accompanied role model for children for example in respecting intellectual property rights. So do not buy VCDs, game software, and other pirated products for any reason the important thing is cheap. Fourth, apart from going through formal channels (School) and informal (family), education Business ethics should also be implemented by management company, as the party most responsible for violations violations of business ethics in society. In this case the company is required to carry out not quite enough answer social (Corporate Social Responsibility) that is is commitment business For contribute in

development economy sustainable, working together company employees, local communities and society as a whole, in order to improve the quality of life. Company can organize program education And training ethics business to level manager, levels employee, And levels stakeholders in a way periodically. Thus to prepare for self-development and awareness Doing business ethically means people need to be given knowledge and skills through education And training Application of economic values, especially in learning business ethics in schools, whether directly or indirectly, are definitely related to the formation of a person's character. According to Gibson (1989:53), Skinner (1975:125), namely about the basic idea that behavior is the result of learning Gibson believes that individual behavior that arises is as a result of there is interaction through the learning process at school, in the community environment or through media interactions. Behavior that arises as a result of these interactions can be expressed in the form of *covert behavior* or *overt behavior* . By theoretical behavior That Can directed to objective certain.

With thereby formation behavior public For behave friendlyto environment like exploit natural in accordance with boundaries fairness; save energy use from natural resources (coal, oil and gas), does not cause any damage to the environment give rise to disturbance ecological (forests felled in a way massively so give rise to disaster flood, land landslide, even drought Which very excruciating in the dry season). Therefore then a process is needed learning through formal, non-formal and educational channels informal ones to instill these ethical values so that in turn will form order And habit life Which impact positive for life public.

Like Which expressed by Durkheim (1954) that morality is a system of rules and

values given by society. Where These values and rules are embedded in culture through the learning process. Process- Non-rational processes, such as identification and imitation with parents, play a role main. Values moral economy as instruction behavior normative in society is outlined in national development goals as follows: stated in GBHN (1998) that: National Education is rooted in culture nation Indonesia And based on Pancasila And Constitution 1945 directed For increasing intelligence as well as the honor and dignity of the nation to create human beings and the Indonesian people who believe and are devoted to Almighty God One, quality, independent so you can build himself And public around him as well as can fulfil need development national And responsible answer on development nation.

Objective normative nation That will operationalized in objective learning. As for economics learning objectives direct students to has the ability to solve various problems he faces. This is it the basic frame of reference that must be used for economic learning cannot be separated from the noble goals of the nation. So that the learning outcomes are good cognitive, affective and psychomotor aspects will be patterned on noble cultural values nation. So through education in ethical values businesses expected of participants Students have knowledge and provisions to apply in everyday life day Which on purpose or not Certain involved in business activities.

Conclusion

1. Business ethics is the application of general ethical thinking in business behavior and has a meaning that focuses on moral values and norms in economic and business activities.
2. In everyday life everyone is involved in business activities. So business ethical values need to be instilled as early as possible, whether through formal, non-formal or informal channels.

3. In carrying out business activities, it must be accompanied by the application of ethical values so that it brings benefits to the businessman himself and on the other hand does not harm the interests of stakeholders such as consumers, creditors, financial institutions, suppliers and the government.

4. A life that is friendly to the environment, for example exploiting nature in accordance with reasonable limits; save energy usage which comes from natural resources (coal, oil and gas), does not damage the environment which can cause ecological disturbances (forests are cut down on a large scale, causing floods, landslides, and even excruciating droughts in the dry season).

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