

ABSTRACT

Running a business must live with the right and good ethical values. The ethical values that will be discussed in this study are from Islamic perspective. From cases of business fraud, it can be concluded that there are still Muslim entrepreneurs who don't know about business ethics that have been taught by Islam. Even though it is clearly written in the Holy Quran what business is allowed (Halal) and any business that is prohibited (Haram). The purpose of this study is to find out whether Muslim entrepreneurs in Bandung already understand the ethics of doing business in Islam and the extent to which Muslim entrepreneurs understand the ethics of doing business in Islam. In this study, researchers selected 4 business in Bandung, named Agira Fashion, Warisan Mama, Qurrota Ayyun Store and B-Crunch Pisang Nugget and the four were owned by Muslim entrepreneurs. This research uses qualitative methods and the sampling technique in this study was purposive sampling. The research data uses primary and secondary data. The method used in this study is qualitative and the sampling technique in this study is purposive sampling. The stages of data collection in this study are data reduction, data presentation, then drawing conclusions. This study has 4 variables, the Concept of Ihsan, Itqan, the Concept of Savings, Honesty & Justice, and Hard Work. The results of the study show that all 4 interviewees understood and applied the ethics of doing business in their business. But it is still doubtful in applying the nature of hard work.

Key Words: Muslim Entrepreneur, Business Ethic, Business Ethics in Islam, Qualitative