

Implementation of the Principle of Unity in Business Activities Company: A Case Study on “X” Travel Indonesia

Abdullah Ahadish Shamad Muis¹, Tika Widiastuti², Puji Sucia Sukmaningrum², Imron Mawardi²

¹Postgraduate School, Universitas Airlangga, Indonesia

²Department of Islamic Economics, Universitas Airlangga, Indonesia

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Abstract: The purpose of this study is to explain the implementation of Islamic business ethics, especially the principle of Unity in a company's business activities, based on a case study at X Travel Indonesia. This study is a mixed method which is a research that combines two approaches namely qualitative and quantitative. Using writing method of narrative-explanative, and research design of case study. To know the implementation of Unity principle in the company's internal scope, data collection method was used by using in-depth interview to five informants and direct observation. To determine implementation of Unity principle in the company's external scope, this study conducted a survey to 86 partners and customers X Travel Indonesia. The result of this study found that X Travel Indonesia implemented the principles of Islamic business ethics Unity in its business activities with a score of 89.41%. The implementation of Unity principle in X Travel Indonesia in the field of production include: In general does not trade goods/services that are haram, does not provide payment services using credit cards; Finance: held charity and donation every Ramadan, does not borrow capital to the bank; Marketing: propagate the Islamic values; Human Resources: open recruitment staff with Islamic criteria, familiarize a work culture that is religious and kinship.

1 INTRODUCTION

Islam is a religion that is *shumul* (thorough) and *kamal* (perfect) that regulates all aspects of human life, including the sale and purchase activities. In the Qur'an explained rules in doing business or *tijarah* with mutual *ridha* (Surah an-Nisa` [4]:29). Through that verse, we can take the lesson that we are forbidden by God to eat the treasures in a way that is not justified by shariah, business or history should only be done through good means, which bring willingness among sellers and buyers.

In Islam, technological advances should not be made a gap by certain parties to exploit other parties, and must be safe because the provinces of shariah are met (Jusmaliani, et al, 2008). However, online business is conducted without meeting between the seller and the buyer will directly lead to fears of fraud, especially in online transactions. The impact of the use of technological development is apparently also used by people who are not responsible for deceiving for the sake of gain personal. There have been so many cases of fraud on the activity of buying and selling in cyberspace. Transaction practices that harm

society are caused by the lack of moral and ethical values in the business process.

Ethics involves a critical analysis of human action to determine a right and wrong value in terms of truth and justice with norms, religions, positive values, and universality as its measure (Untung, 2012). Therefore, if the ethics are associated with business, then it can be described that Islamic business ethics are ethical norms based on the Qur'an and Hadith which must be used as reference by anyone in their business activities (Djakfar, 2012). According to Beekun (2004) the principles of Islamic business ethics include: (1) Unity. The concept of *Tauhid* in the principle of Unity leads people to recognize that the unity of Allah contains the consequences of the belief that everything is sourced and its ends in Allah. (2) Equilibrium. The principle of balance/justice closely related to honesty. (3) Free Will. The free will in question is not free as free, but is meant to be freely bonded, which is bound by the bond of *aqidah* and high moral values. (4) Responsibility. People must be responsible for all his actions, as a manifestation of the concept of Unity and Justice. (5) Benevolence.

Included in the goodness of business is the attitude of volunteerism and affection.

This study focuses on the principle of Unity which is one of the fundamental principles of Islamic business ethics and a distinction between the value of Islamic business ethics with each other.

Qardhawi (2001) also formulated several principles of Islamic ethics in business: (1) Enforce the ban on trading forbidden goods. (2) Be honest, trustworthy, and always give advice. (3) Upholding justice and forbidden riba. (4) Apply affection and forbid monopoly. (5) Enforce tolerance, brotherhood, and familiarize shadaqah. (6) To believe that trade is a provision to the next.

Therefore, the importance of ethics in business activities. When speaking business as an organization, the business activities in general as an organization (Zainal, et al, 2008) include: (a) Production: The creation or procurement of goods or services; (b) Finance: Activities seeking and spending funds as to the need to carry out trading activities; (c) Marketing: Activities to inform the goods or services, as well as to identify consumer needs and wants; (d) Human Resources Management (HRM): Employment seeking activities and improving their capabilities.

One of the company's Online Travel Agent in Indonesia is X Travel, although it includes general travel with various services its online travel system, but X Travel through its various social media accounts has been able to spread Islamic values to its partners in particular and to netizens in general. It is through this initial observation that the researchers is interested in conducting a study on how to implement Unity principle on business activities at X Travel Indonesia. So the purpose of this research is to explain the implementation of the principle of Unity in business activity at X Travel Indonesia.

2 METHODOLOGY

This study is a mixed method which is a research that combines two approaches namely qualitative and quantitative. (Basrowi & Suwandi, 2008; Creswell, 2012). These two approaches are carried out in addition to being able to answer research objectives, as well as to obtain more comprehensive, valid, reliable and objective data.

Unit of analysis in this study is the perception of individuals or stakeholders about the principle of Unity which is applied by X Travel Indonesia, both from internal perspective of the company is the board of directors and employees, as well as external

company such as business partners and customers. In addition, to answer the research objectives, reserchers uses a qualitative approach to extract information within the company's internal scope. While the quantitative approach is used to find out the assesment of customers in the external scope of the company.

Writing techniques use narrative-explanative (Creswell, 2012; Babbie, 2005). The research design is a case study, because this research investigates how the Unity principle applied to business activities of X Travel Indonesia.

This study produces qualitative and quantitative data, obtained from primary data sources, directly from the object of research (Adi, 2004). Data collection method in this study using in-depth interview and direct observation to extract qualitative data in the form of information within the company's internal scope (Zulganef, 2008; Creswell, 2012). Then conduct a survey using a questionnaire to obtain quantitative data in the form of customer's assesment form the company's external scope.

To explore information within the company's internal scope, the researchers uses five informants who are the board of directors and staff of X Travel Indonesia. The informant was determined using purposive method (Babbie, 2005). The five informants consisted of two Co-Founders and X Travel Indonesia directors who acted as key informants as well as main informants, then three others who were the staff of X Travel Indonesia who acted as complementary informants.

Then to get the quantitative data from an external perspective of the company, researchers conducted a survey to partners and customers of X Travel to find out their appraisal of Unity's principles in X Travel

Indonesia. This survey was conducted through an online questionnaire to 86 respondents, using simple random sampling which is a simple random technique that provides equal opportunities for each member of the population to be chosen as a sample (Prasetyo, 2006: 123). The questionnaire was measured by a 5-point Likert scale, where 1 represents strongly disagree and 5 means strongly agree.

3 RESULTS AND DISCUSSION

3.1 Research Indicators

Based on the principles of Islamic business ethics proposed by Beekun (2004), then the researchers combine it with the description of Qardhawi (2001), then get an indicators or references that a company

applies the principle of Unity in business activities that is if it meets the following:

1. Not trading goods/services which are forbidden.
2. Not monopolizing or accumulating wealth.
3. Believing that business is a provision to the next.
4. Believing that riba is haram and away from all its practices.

3.2 Implementation of Unity Principle: External Perspective of the Company

Table 1 shows the result of the Unity principle implementation on business activities at X Travel Indonesia.

Table 1: Survey Result of Unity Principle Implementation

Indicators	Score	Frequency	Percentage	Number of
Score Achieved				
1. Not trading unlawful product	1	2	2,3	2
	3	5	5,8	15
	4	10	11,6	40
	5	69	80,2	345
	Total	86	100 %	402
Number of Ideal Score		430		
Percentage of Scores Achieved		93,49 %		
2 Not doing monopoly market	1	3	3,5	3
	2	1	1,2	2
	3	13	15,1	39
	4	22	25,6	88
	5	47	54,7	235
Total	86	100 %	369	
Number of Ideal Score		430		
Percentage of Scores Achieved		85,35 %		
Implementation of Unity Principle				Total
				769
Number of Ideal Score			860	
Percentage of Scores Achieved			89,41 %	

Source: Processed data (2018)

Based on the survey result of X Travel’s customer assessment, the implementation of Unity principle reached a score of 89.41%. From these results it can be seen that according to its partners and customers, X Travel Indonesia has implemented the values of *Tauhid* on the principle of *Unity* well, especially for halal product indicator and the absence of market monopoly practice. As for other indicators on this principle, researchers need to deepen with the board of directors and staff of X Travel Indonesia to know more.

3.3 Implementation of Unity Principle on X Travel Business Activity: Internal Perspective of the Company

3.3.1 Production

Production activities referred to in this case is the direction and control of various activities that process various types of resources to make certain goods or services (Pardede, 2003).

X Travel Indonesia is an Online Travel Agent company engaged in the transportation industry as a service provider or online payment based service. Because of X Travel Indonesia is as an agency that is an intermediary or representative of a vendor as a mode of transportation or the owner of its service providers, most of the products and services of X Travel Indonesian is not produced, but X Travel only sell back to the display and provides its services on the website X Travel. Except tour package and umrah package. Because of tour and umrah package, X Travel produces its own by designing its own departure schedule as well as providing transportation, accommodation, and various facilities during the trip. The implementation of Unity principles in production activities in X Travel Indonesia is as follows:

1. Generally, does not produce and provide Haram products/services, except motorcycle leasing service.

Among the first to be warned in Islam when running a business is a prohibition to trade, sell, buy, transfer, adapt, or practice any business to facilitate the circulation of haram goods or services. In X Travel Indonesia, based on survey results conducted to partners and customers of X Travel, as many as 80.2% of respondents stated strongly agree if it is said that X Travel does not trade goods/services are forbidden. This assessment indicator also achieved a percentage score of 93.49 %. That is in general, products and services X Travel Indonesia is halal and X Travel was judged not to trade goods/services forbidden.

However, when examined in more detail, among the services on the X Travel website there is a payment service PPOB (Payment Point Online Bank), which also provides multi-finance payment service to pay motorcycle lease bills. This leasing payment service is still a controversy for his prohibition.

If talking about leasing, in the lease transaction according to Tarmizi (2016), actually there are two contracts combined in one transaction, although in

practice this is referred to as credit sale and sale, but actually there are two contracts that are rent and buy. Law concerning this contract, the Ulama Council of the Kingdom of Saudi Arabia in Congress Majma' al-Fiqh al-Islamy (OIC Fiqh Division) to conduct research and studies on contract hire- purchase (leasing), so in 1999 the Government issued a fatwa that contract rent-buy the law is forbidden.

This is because in the lease transaction there are merging of two different contracts and contradictory to one item. The purchase contract requires the transfer of goods and benefits to the purchaser's hand, then at that time it is illegal to lease it to the buyer because the goods he already owns, while the lease contract only requires the transfer of the benefit of the goods to the tenant's hands, not the transfer of ownership. Also purchase contract requires the dependence of goods sold and function to move into the hands of the buyer, if the goods disappear, then the buyer who bear the loss, not the seller. Whereas in the lease contract, the liability of the goods is on the owner of the goods (not the tenant), the loss of goods is borne by the owner, unless there is negligence from the tenant. In addition to the practice of leasing, the rental price per year or per month, when calculated to cover the selling price of goods, whereas the seller consider it rent, and the ownership has not been in the hands of the buyer, it is intended that buyers (tenants) cannot sell to other parties.

Even on the practice of this lease transaction, if the buyer is late to pay, will be fined. This point was agreed upon by majority of ulama' that is haram. Because the payment of a late fine is included in riba that Allah and His Messenger had forbidden.

However, in the case of X Travel Indonesia, X Travel are not parties directly linked to the transaction. In this case, X Travel is neither a seller nor a buyer. X Travel only as payment service provider, that meaning X Travel as a third party that facilitate the buyer to do lease instalment to the seller. In this case, it is still the polemics will it forbidden.

However, researchers believe that in this case the law remains haram. Based on Hadith narrated by Jabir ibn Abdillah: "The Messenger of Allah cursed those who consumed the riba, which gave riba, the author of the riba transaction, and his two witnesses. They are all the same." (Hadith Sahih Muslim). So in this case, X Travel Indonesia is prohibited from selling, accepting, or facilitating lease payments. For all parties involved in the riba transaction, whether who consumed of riba, which gave riba, the author of its transaction, even until the witness, said the Prophet all the same exposed to the sin of riba. Therefore,

there are several solutions that the researcher offers in the recommendation.

2. Products/Services are accessible online 24 hours' real time, so there is no market monopoly practice.

Islam forbids monopoly. The existence of a ban on monopolizing the market or accumulating this wealth because basically the treasure is a deposit of God that must always be distributed fairly. What is meant by the monopoly here is to keep goods from circulating in the market so as to make their prices soar (Qardhawi, 2001).

One of the causes of the emergence of monopolistic practices is due to the lack of information disclosure on the availability of products in the market, so the sellers/agents can freely stockpile and practice monopoly.

In X Travel Indonesia, its products and services are in the form of services and can be accessed by anyone who joined as their partner online and real time 24 hours through website of X Travel system. So it is not possible to monopoly or practice iktikar (hoard wealth) in it. For example, on airline ticket products, the online system at X Travel is integrated with the airline system, so partners and X Travel customers can monitor the availability of seats directly in the system. In addition, the check-in process at the airport that requires passengers to use ID cards, driver's license or Passport, makes it impossible to currently apply the practice of hoarding plane tickets.

3. Provide umrah and hajj packages in order to serve the Moslem needs of worship.

A Muslim must believe that every activity in the world will be held accountable by God later in the hereafter, including business activities or buying and selling.

The directors of X Travel Indonesia also believe that this business is closely related to life in the hereafter. Whatever our activity is all will be held accountable in the sight of Allah later on the Day of Judgment, as well as on this business activity. So in the field of production, X Travel Indonesia is different from the Online Travel Agent in general that only provide ticketing, hotel, and PPOB only, but X Travel Indonesia also provides umrah and hajj packages in order to serve the needs of worship of the Muslims.

In addition, according to X Travel directors, the purpose of providing various facilities and services is actually intended to be a solution, provide benefits, and facilitate the community to meet their needs. The hope is with this business activity get blessing and grab God's grateful.

- Does not provide credit card payments for airline tickets and does not provide bailout for umrah/hajj.

X Travel Indonesia believes that riba is haram, so X Travel seeks to always avoid the practice of riba or the things that approach it. Included also in its production activities.

In some Online Travel Agents, usually provided by credit card payment service for plane tickets, hotel vouchers, and others in cooperation with the bank. While in X Travel Indonesia, this is deliberately not provided. X Travel considers that the provision of credit card payment services is the same as facilitating others to owe the bank with riba. In addition, the use of credit cards is itself a systemic culture of debt investing that is completely at odds with the Islamic concept. Islam teaches its people to always be careful and not easy in owing. While with the credit card, we are actually facilitated to continue to make debt.

In addition, on some travel umrah usually there is a credit service or bailout funds for the pilgrims umrah or pilgrim plus who also work with the bank. Whether it is from a conventional bank or a bank labeled sharia, the use of bailout funds for umroh or hajj is still a controversy. Therefore, to avoid riba and things approaching riba in their business activities, X Travel Indonesia does not provide payment with a credit card and do not provide bailouts for Umrah and Hajj plus.

3.3.2 Finance

The financial activity in this case is any company activity related to the efforts to obtain the company's fund and the effort to use and allocate the fund efficiently (Sutrisno, 2003). The implementation of Unity principles in financial activities in X Travel Indonesia are:

- Held Charity and Donation every Ramadan. Based on interviews with the directors of X Travel Indonesia, in X Travel Indonesia there has been no systematic and centrally managed zakat program from the company. Zakat is usually done personally. However, X Travel Indonesia has routinely held a charity event in the form of the orphan's donations in each Ramadan. And several times held a fundraising for the construction of schools and boarding schools.
- Not borrowing capital from banks. It is well known that funding from conventional banks contains elements of riba and Islam forbids riba. As the fatwa of the majority of world scholars who claim that bank interest is riba. Regardless of whether it comes from sharia banks or not, funding

from banks including debt and Islam does not advocate adherents to ease in owing. Especially if the debt contains riba.

So, X Travel Indonesia does not want to build a business whose foundation is built from a debt. For businesses built on debt capital, will not be solid. If you cannot manage it properly, someday will go bankrupt. Therefore, as a form of step to avoid all things related to riba, then X Travel Indonesia since its inception until now and will continue to commit not to borrow capital from the bank. X Travel financing comes from investors, sales profits, and cooperation with partners

3.3.3 Marketing

Marketing activity in this case is a set of processes for creating, communicating, and delivering value to customers for managing customer relationships in ways that benefit the organization and its stakeholders (Kotler & Keller, 2009). The implementation of Unity principle in marketing activities of X Travel Indonesia are:

Propagate Islamic values and concepts of Sharia business.

X Travel Indonesia in several accounts in social media often post things that are nuanced to Islam. Like Islamic advice, Muslim business success tips, shar'i business concepts, and often post religious video lectures. Not only in the virtual world, as well as at various events held by X Travel Indonesia, such as seminars, training, mentoring, and so forth, always inserted Islamic da'wah values in the event and the material, that is by always open with the reading verses of the Qur'an, then invite speakers who are also a preacher, as well as trainers and mentors who are Islamic. This is what includes the differentiator X Travel Indonesia with other Online Travel Agent. Based on the narrative of one of the directors of X Travel, this company was founded not only to pursue profit, but more than that, one of its aims is as a media of da'wah, to spread goodness, and usefulness for others.

3.3.4 Human Resource Management

The human resource management (HRM) in this case is around the determination of employee activity, selection of employee candidates, employee training and development, as well as all other activities related to early employee entry until retirement (Abu Sinn, 2008). The implementation of Unity principles in human resource management activities in X Travel Indonesia are:

- Open recruitment staff with Islamic criteria

X Travel Indonesia is trying to build a spiritual-based company, which they call the Spiritual Company. Starting from the selection of staff and employees with Islamic criteria. This is apparent when X Travel Indonesia opens staff vacancies, among the requirements are as follows: (a) Muslim/Muslimah; (b) Do not smoke; (c) If a woman is obliged to wear a hijab; (d) Mandatory shalat congregation in mosque for man and on time; (e) Must follow ta'lim weekly; (f) Mandatory Dhuha prayers at least 2 rakaat; (g) Every beginning of work, must read the Qur'an and its meaning in accordance with the provisions given.

Selection of staff with the criteria mentioned above, is intended for people who in X Travel Indonesia has one vision and the same frame. So that formed a solid team with a solid spiritual foundation.

2. Familiarize a work culture that is religious and kinship.

From the selection of Islamic staff, a team of vision was produced, then a culture of religious and family organization was built. As required above, it becomes a habit and culture in the work environment of X Travel Indonesia. Shalat congregation in the mosque for men. Similarly, every morning, before the work begins, the staff and the board of directors gather first to tadarrus al-Qur'an, reading the Qur'an in turn each person three verses and their translations. There is also a rule for every employee to always do Dhuha prayer every day, at least 2 rakaat. There is also a ta'lim weekly schedule to be followed by every X Travel employee. This all gave birth to a culture and a religious work environment.

In addition, X Travel's office environment is made as comfortable as possible, like the atmosphere at home. Every lunch hour, then all staff and directors will gather for lunch together. Then came a familial atmosphere.

4 CONCLUSIONS AND RECOMMENDATION

X Travel Indonesia has implemented Islamic business ethics of Unity principle in its business activity with score of 89.41%. The implementation of Unity principle on X Travel Indonesia in the field of (1) Production: In general, does not trade goods/services that are haram, does not provide payment services using credit cards; (2) Finance: Held charity and donation every Ramadan, Does not borrow capital to the bank; (3) Marketing: Propagate the Islamic values; (4) Human Resources: Open recruitment staff

with Islamic criteria, Familiarize a work culture that is religious and kinship.

Regarding the leasing service on PPOB product, the researchers should advise: (1) X Travel Indonesia to remove or eliminate the leasing payment service on its PPOB product. To avoid any prohibitions or reservations on the transaction. (2) If the removal of the lease service is not possible because the service is already a platform on the PPOB product, X Travel Indonesia may continue to open the lease payment service, but without taking profits of the transaction. (3) X Travel Indonesia may also continue to open leasing services and keep profits for the transaction, but the profits for these transactions must be differentiated from other transactions and then allocated to social funds.

In practice of the online transaction, X Travel still use conventional bank as media of transfer. So should X Travel switch to Islamic bank or at least provide an alternative choice of Islamic banks as a media transfer. In order for the company to avoid riba thoroughly and the spirit of avoiding riba can also be infected to its customers.

5 RESEARCH IMPLICATIONS

This study has some implications that can be reviewed from various parties, including: (a) For the company concerned, the results of this research can be used as learning and improvement so that business activities can run better, in accordance with the guidance of the Qur'an and al-Sunnah. In addition, for other companies, the results of this research can be used as a reference in building a religious and Islamic company. (b) For further research, the results of this study can also be used as preliminary research to develop research on the implementation of the other principles of Islamic business ethics, then the effect of the implementation of Islamic business ethics toward the profitability and sustainability of companies, or the influence of the implementation of Islamic business ethics on maslahah and employee performance.

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