

APPLICATION OF ISLAMIC BUSINESS ETHICS TO PROMOTION AND SERVICE STRATEGIES AT MS GLOW BRONI JAMBI

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Abstract

Islamic business ethics is a principle that distinguishes between good and bad and right and wrong that must be applied in transactions, behavior and relationships with business partners that originate from Islamic teachings, namely the Al-Qur'an and Hadith. This research aims to determine the application of Islamic business ethics to promotional and service strategies at Ms Glow Broni, Jambi City using the principles of Islamic business ethics. The method used in this research is descriptive qualitative, data collection in this research uses observation, interviews and documentation methods. The research results show that the application of Islamic business ethics in promotional and service strategies at Ms Glow Broni Jambi is good and has been implemented in her business. The obstacles experienced by the Ms Glow Broni Jambi Agent in applying the principles of Islamic business ethics in promotional and service strategies are the lack of available workforce and the lack of thoroughness of Ms Glow employees in conveying information to consumers which makes consumers feel disadvantaged.

Keywords: *Islamic Business Ethics, Promotion and Service.*

Abstrak

Etika bisnis Islam adalah prinsip yang membedakan antara baik dan buruk, benar dan salah yang harus diterapkan dalam transaksi, perilaku dan hubungan dengan mitra bisnis yang bersumber dari ajaran Islam, yaitu Al-Qur'an dan Hadits. Penelitian ini bertujuan untuk mengetahui penerapan etika bisnis syariah terhadap strategi promosi dan pelayanan di Ibu Glow Broni, Kota Jambi dengan menggunakan prinsip-prinsip etika bisnis syariah. Metode yang digunakan dalam penelitian ini adalah deskriptif kualitatif, pengumpulan data dalam penelitian ini menggunakan metode observasi, wawancara dan dokumentasi. Hasil penelitian menunjukkan bahwa penerapan etika bisnis Islam pada strategi promosi dan pelayanan di Ibu Glow Broni Jambi telah baik dan telah diterapkan dalam bisnisnya, namun masih ada beberapa hal yang perlu diperhatikan. Kendala yang dialami Ibu Glow Broni Agen dalam menerapkan prinsip-prinsip etika bisnis Islam pada strategi promosi dan pelayanan adalah kurangnya tenaga kerja yang ada dan kurangnya ketelitian dari karyawan Ibu Glow dalam menyampaikan informasi kepada konsumen yang membuat konsumen merasa dirugikan.

Kata kunci: Etika Bisnis Islam, Promosi dan Pelayanan.

INTRODUCTION

One of the businesses or businesses that are very popular at this time is the beauty or skincare business . One of the popular businesses in the beauty field is Ms. Glow. Ms Glow skincare products are beauty clinics that target middle-class consumers. The price offered by Ms Glow skincare products can be categorized as quite affordable when compared to the prices offered by its competitors. The affordable price is one of the attractions for consumers to choose Ms Glow skincare compared to other products.¹

Etymologically, ethics comes from the Greek word "*Ethos*" which means custom or habit.² In general, ethics can be interpreted as a systematic effort, by using reason to interpret the individual or social, moral experience, in which it can determine the role that will govern human actions and useful values in life. One of them is in a business or business activity. By applying or incorporating ethical elements in a business, it will be able to help a business to develop.

Business ethics in Islam is an activity in the business carried out by a person who applies Islamic law, which covers all aspects of both individuals, companies and society.³ The existence of business ethics in Islam aims to provide a rule for business actors in running their business in accordance with Islamic principles. Islam commands every Muslim business actor to always apply Islamic business ethics and run their business in a field that is halal by Allah SWT. Although the scope of halal is very wide, most people are often defeated by their own lust, greed and emotions so that they forget what is halal and what is haram.

Islamic business ethics has a number of principles that underlie every aspect of its application, including Unity, Equilibrium, Free Will, Responsibility, and Truth or Benevolence. Unity refers to the concept of monotheism that places Allah as the center of all human activities, including in business. A Muslim who understands this principle will view business as part of worship, where every action taken has the purpose of getting closer to Allah. This involves integrity, honesty, and transparency in all business activities, thereby creating trust between business people and their consumers⁴.

The Principle of Balance emphasizes the importance of maintaining harmony between material and spiritual needs. In the context of business, this means that profit should not be the

¹ Wiwik Putri Wahyu Ningsi, et al. "*THE EFFECT OF PROMOTION ON SOCIAL MEDIA AND WORD OF MOUTH ON THE PURCHASE DECISION OF MS GLOW SKINCARE*" Journal of Human and Business Capital Management Volume 2 Number 1 July| 2021, p. 50.

² Agus Arjianto, *Business Ethics for Business Persons, Rajagrafindo Persada, Jakarta, 2012, p.5.*

³ Muhammad, *paradigm, methodology and application of Sharia Economics*, (Yogyakarta: Graha Ilmu, 2008), p. 109.

⁴ Wiwik Putri Wahyu Ningsi, et al. "*THE EFFECT OF PROMOTION ON SOCIAL MEDIA AND WORD OF MOUTH ON THE PURCHASE DECISION OF MS GLOW SKINCARE*" Journal of Human and Business Capital Management Volume 2 Number 1 July| 2021, p. 50.

only goal pursued, but rather must be balanced with concern for the welfare of society and the environment. For example, a Muslim entrepreneur who practices this principle will strive not to take excessive profits, avoid usury, and ensure that the products or services offered do not harm consumers or nature. In this way, business can be a means to achieve the common good without sacrificing moral and ethical values.

The principles of Freedom, Responsibility, and Truth are interrelated in building the character of a superior businessman. Freedom provides space for individuals to innovate and make decisions in business, but that freedom is not absolute, but is limited by responsibility to God, fellow humans, and the environment. This responsibility includes the obligation to fairly fulfill the rights of consumers, employees, and business partners. Meanwhile, the Ihsan principle encourages business people to always give their best, not only for personal gain but also for wider blessings and benefits. By applying these principles, a Muslim businessman will not only achieve success in this world, but also in the hereafter, because every activity is based on sincere intentions and in accordance with the teachings of Islam⁵.

In the previous study entitled "Implementation of Islamic business ethics in the production of coconut chips" it was said that the application of Islamic business ethics is very important for business actors to serve as a guideline and foundation for doing business. This research focuses on how production activities in the coconut chip business by applying Islamic business ethics so that the business can run well.

In addition to the reasons above, there are several previous literature findings that discuss the same problem so that researchers are more interested in conducting similar research. As for the research conducted by Nila Astuti Harahap entitled *Analysis of the Application and Impact of Islamic Business Ethics on the DeHalal Mart Yogyakarta Supermarket*, the results of the research explained that the DeHalal Mart Yogyakarta supermarket has succeeded in applying the principles of Islamic business ethics to its company.⁶

Promotion is a variable in marketing that is very important that must be done by a company in order for a business to run. According to Hermawan, promotion is one of the priority components of the three marketing activities that inform consumers that a company introduces a product that can make consumers interested in making purchases.⁷ Promotion is usually done through various ways, at this time one of the most effective promotion methods is through social

⁵ Agus Arjianto, *Business Ethics for Business Persons, Rajagrafindo Persada, Jakarta, 2012, p.5.*

⁶ Nila AH, "Analysis of the Application and Impact of Islamic Business Ethics [Ada Supermarket Dehalal Mart Yogyakarta]", Islamic University of Indonesia, 2018.

⁷ Onny FS and Novelia U, "*Sales Promotion Strategy*", 2017 Jakarta, Page 4.

media. As the times are getting more advanced, social media provides platforms that can be used as promotions, such as Instagram, WA, Twitter, Facebook and others.

In addition to promotions, service is also a factor that affects the number of customers or not. Service is an effort to help prepare (take care of) what is needed by others. According to Gronross, service is an activity or a series of activities that are invisible (cannot be felt) that occur as a result of an interaction between consumers and employees who provide services or other things provided by the company.⁸ Service can be interpreted as providing services (serving) the needs of people or communities who have an interest in the organization in accordance with the basic rules and procedures that have been set.⁹ Good service will make customers feel comfortable and then it will allow them to buy our products again. However, not a few companies have poor service, such as unfriendly employees, impolite ways of speaking and others.

RESEARCH METHOD

Research Methods

In this study, the research method used is a qualitative method that aims to provide important ideas to attract the interest and attention of readers. Qualitative research is one of the methods to conduct research based on distinctive and unique studies. Case study research, communication ethnography and phenomenology, can be carried out by researchers who have a strong desire to contribute real work with a subjective approach and thinking.¹⁰

Type of Research

This research is included in the type of descriptive qualitative research, descriptive qualitative research is a type of research where the research process describes and analyzes the results of the research factually and accurately. According to Sudjana and Ibrahim, descriptive research is "research that seeks to describe a phenomenon, event, event that occurs at the present moment".¹¹ Research data can be obtained both from interviews, photos, personal documents and other documents. The focus of this study is on the Analysis of the Application of Islamic Business Ethics in Promotion and Service Strategies in Ms Glow Beauty Products (Case Study on Ms Glow Broni Agent in Jambi City).

⁸ Maulidiah S, "Public Service", National Library, Bandung, CV.Indra Prahasta 2014, p.39.

⁹ Dila Erlianti " *Quality of Public Services*" Vol.1 No.1 February 2019, Page 9.

¹⁰ Yusanto Yoki, "Various Qualitative Research Approaches", *Journal of Scientific Communication*, Volume 1, (April 1, 2019) : p.11.

¹¹ Jayusman I and Shavab K.A.O, "A Quantitative Descriptive Study on Student Learning Activities Using Edmodo Learning Media in History Learning", *Artifact Journal*, Volume 7, (April 1 2020) p.15.

Data Sources and Types

1. Data Source

In accordance with the planned method, the data sources obtained will be taken from employees and companies at the Ms Glow Agency in Broni, Jambi City related to this study.

2. Data types

The types of data used in this study are Primary Data and Secondary Data.

1. Primary Data

Primary data is usually obtained from research subjects by conducting observations, experiments, *interviews*/interviews or by filling in questionnaires directly or indirectly through applications such as Google Form, ArcGIS and others.¹² Primary data is data obtained directly from the research subject, in this case the researcher obtains data or information directly using the instruments that have been determined. Primary data is data that can be obtained directly from the company's owners and employees. The data collection method comes from interviews with owners or employees at the Ms. Glow Broni Agent in Jambi City.

2. Secondary Data

Secondary data is data in the form of publications obtained from the company in the form of a brief history of the company, organizational structure, data on the number of employees and so on. Secondary data is obtained indirectly or through intermediary sources, namely data obtained from books, books, the Qur'an and Hadith and others related to the problem being studied.¹³

Techniques and Data Collection

The data collection method is an important step in a research, because the purpose of a research is to obtain data. The data collection methods used in this study are:

1. Observation

Observation or observation is a daily human activity using the five senses of the eyes as the main aid. Therefore, observation is a data collection method used to collect research data, the research data can be observed by researchers. In this study, observations were made by making observations directly in the field or to the Ms. Glow Broni Agent in Jambi City and making observations on site. While this type of research is descriptive research whose data is in the form

¹² Titin Agustin Nengsih, Bella Arisha, and Yuliana Safitri, *Descriptive Statistics with Program R* (Jambi: PT. Sonpedia Publishing Indonesia, 2022).

¹³ Rusdi Moh, "Marketing Strategy to Increase Sales Volume in Genting Ud Companies. Berkah Jaya", *Journal of Management and Business Studies*, Volume 6, (2019) : p. 52.

of written words, descriptions obtained from informants and the behavior of the observed subjects.

2. Interview

An interview is a process of information for research purposes by means of questions and answers and face-to-face between the interviewer and the respondent or interviewee. Interviews are used as a data collection technique if you want to conduct a preliminary study to find problems and information that must be researched, and also if the researcher wants to know more about the respondents. In the interview process, it must follow the existing situation and conditions, which come directly from interviews with employees or owners at the Ms. Glow Broni Agent in Jambi City and also with its consumers. Interviews conducted with consumers are conducted by looking at the characteristics or habits of consumers so that they can become resource persons in accordance with what is needed by the researcher.

3. Documentation

Documentation is one of the techniques in data collection obtained from photos of research results directly in the field, documents and archives related to the application of Islamic Business Ethics in carrying out Strategies and Services at the Ms. Glow Broni Agent in Jambi City.

4. Purposive Sampling

Purposive sampling is a technique of sampling data sources by considering something, for example with the person who is considered to know the most about what we hope and need and also according to certain criteria that can support or meet the information needed by the researcher. The sample is an informant obtained at the time of the research. Informants are research subjects who can provide information about the problems/phenomena raised in the research. The key informant in this study is Mrs. Resti Karina Putri as a consumer. Then the main informants are Mrs. Chichi Parasmila and Recka Hermaini as consumers and Mr. Aulia Anggun Sayogo as the owner of Ms Glow Broni Jambi.

Data Analysis Methods

According to Sugiyono, what is meant by data analysis techniques is the process of searching for data, systematically compiling data obtained from the results of interviews, field notes, and documentation, by organizing data into categories, describing them into units, synthesizing, compiling them into patterns of choosing which ones are important and what will be studied, and making conclusions so that they are easily understood by yourself and others. The data analysis technique used in this study is inductive data analysis. Inductive data analysis is the

drawing of conclusions departing from specific facts, to then draw conclusions in general. In qualitative data analysis in general, there are 3 (three) steps to work, including:¹⁴

1. Data reduction

At this stage, a selection is made about the relevance or not of the data with the research objectives. Information from the field as raw materials is concise, systematically arranged and sorts out the important points of the research objectives.

2. Display data

Display data is used to see a specific picture of a goal or small parts of that goal. In this stage, the researcher tries to classify and present data according to the subject matter which begins with the idea/coding of each sub-subject. Ideas/coding can be determined/arranged in advance systematically in a number of categories, sub-categories and sub-sub-categories and can be developed according to the data obtained in the field.

3. Drawing conclusions and verifying data.

This activity is intended to find the meaning of the data collected by looking for relationships, similarities and differences. Conclusions are drawn by comparing the suitability of the statements of the subject with the meanings contained in the basic concepts in the study. Verification is intended so that the assessment of the suitability of the data with the intent contained in the basic concepts in the study is more precise and objective.

RESULT AND DISCUSSIONS

Application of Islamic Business Ethics in Promotion and Service Strategies at MS Glow Broni Jambi

Based on the results of interviews that have been conducted with Mr. Aulia Gunawan Sayogo as the owner, 2 employees and 3 consumers on the application of Islamic business ethics in promotion and service strategies at MS Glow Broni Jambi. The selection of 2 employees and 3 consumers as a source of information is based on the considerations that have been made, to get as much information as the writer needs. The results of the interview are presented as follows:

a) Unity principle

The principle of unity is a concept that combines all aspects of a Muslim's life including the economy, so all Muslims must realize that what is done during life will always be supervised by

¹⁴ Sugiyono. *Quantitative, qualitative and combined research methods (mixed methods)*. (Bandung: Alfabeta, 2013). Page 335.

Allah SWT. The universe and its contents belong to Allah SWT who has perfect omnipotence (sovereignty) over His creatures. In this case, business people should not be discriminatory, coercive and discriminatory like socioeconomic classes. Business people must do their business by complying with and applying Islamic teachings in their aspects so that they always receive His blessings and pleasure in doing business.

Business people must do their business by complying with and applying Islamic teachings in their aspects so that they always receive His blessings and pleasure in doing business. The principle of unity implemented by Ms. Glow Broni Jambi agents in carrying out promotional and service strategies is the absence of distinguishing consumers from one another and the absence of coercion or discrimination against consumers in carrying out promotional and service activities. The result of the interview with Mr. Aulia Gunawan Sayogo as the owner of Ms. Glow Broni Jambi is that he stated that the business that is run has certainly applied the principle of unity, namely with no descriptive actions or coercion against its consumers. This is of course always emphasized to its employees in providing services and in promoting its consumers.¹⁵

The principle of unity *is* very important to be applied in a business in order to avoid the occurrence of descriptive elements or coercion on consumers that can make consumers feel uncomfortable. Based on the results of interviews conducted by consumers, it can be concluded that the application of Islamic business ethics in the form of the principle of unity in MS Glow agents has been successfully applied to consumers.¹⁶

b) The principle of equilibrium or justice (*Equilibrium*)

The concept of balance or justice in business is that Muslim entrepreneurs must be able to carry out every action that can make themselves and others in worldly welfare and salvation in the hereafter. As a result of an interview with Mr. Aulia Gunawan Sayogo, he revealed that in running his business he always emphasizes his employees to always be fair to their consumers in carrying out promotions and services. This is done by not discriminating between consumers and others and being fair in the buying and selling process.¹⁷

The principle of balance or fairness is also very important to be carried out in a business. Based on the results of interviews that have been conducted by several consumers, it can be concluded that in MS Glow agents, it can be concluded that the application of Islamic business ethics in the form of the principle of balance or justice has been well implemented, it is shown by the good and fair treatment of MS Glow towards its consumers.¹⁸

¹⁵ Mr. Aulia AS, Interview as Owner of Ms Glow Broni Jambi, June 24, 2024.

¹⁶ Interview with MS Glow Broni Jambi consumers, June 25, 2024.

¹⁷ Mr. Aulia AS, Interview as Owner of Ms Glow Broni Jambi, June 24, 2024.

¹⁸ Interview with MS Glow Broni Jambi consumers, June 25, 2024.

c) Principle of Responsibility

In Islam, responsibility has a meaning, namely being responsible to Allah SWT, to oneself and responsibility to the environment and people in its environment. Similar to business, a businessman must provide the best service, convey and provide the best products to consumers.

Based on the results of the researcher's interview regarding the application of the ethical principle of responsibility with Mr. Aulia Anggun Sayogo, he stated that his company will be responsible if there is a mistake in carrying out promotions and services. This is conveyed for example, if there is an error in the promotion, namely an error in conveying information about the product it sells or in the service such as a mistake in delivering or providing goods purchased by consumers, the Company will be responsible by providing a new product or replacing it.¹⁹

Based on the results of interviews that have been conducted with several consumers, it can be concluded that the Company is always responsible for consumers if there is a mistake in making purchases. Of course, this is in accordance with the principles of Islamic business ethics in the form of the principle of responsibility.²⁰

d) The Principle of Free Will

The principle of free will in the business world means that efforts are made by leading to rules or procedures made by law and based on the provisions of Allah SWT. Islam allows its people to innovate in the business world, but Islam also prohibits its people from doing things that are prohibited by its sharia.

Based on the results of an interview with the owner of Ms Glow Broni, Mr. Aulia Gunawan Sayog, he stated that his company has applied the principle of free will, namely in the form of the legality of the products it sells and has been certified halal and BPOM, according to him this is very important to do so that consumers can feel safe and comfortable in using their products.²¹

The principle of *free will* is also no less important in a business. Based on the results of interviews that have been conducted with several consumers, it can be concluded that the application of Islamic business ethics in the form of the principle of free will has been applied well to MS Glow Jambi agents. This is shown by the recognition of consumers who feel that there is information about the products offered by MS Glow Jambi agents. Of course, this is very good because it has applied Islamic values in a business.

e) The principle of truth or Benevolence

Ihsan has a meaning, namely doing something commendable or good and useful to others. One of the principles of courtesy is honesty, honesty is very important in the business world, in

¹⁹ Mr. Aulia AS, Interview as Owner of Ms Glow Broni Jambi, June 24, 2024.

²⁰ Interview with MS Glow Broni Jambi consumers, June 25, 2024.

²¹ Mr. Aulia AS, Interview as Owner of Ms Glow Broni Jambi, June 24, 2024.

business honesty must be applied to all aspects both in making transactions, products and others. A businessman must always hold the mandate of the principle of honesty based on the wishes of others (consumers) in order to get happiness and according to their needs.

Based on the results of an interview with the owner of Ms Glow, Mr. Aulia Anggun Prayogo, he said that his employees certainly always convey information related to the products they sell correctly or in accordance with the facts. It is always emphasized to its employees to always be honest with their consumers, so as not to cause problems for their consumers.

The principle of truth / *ihسان* is very important to be applied in a business because it is the basis for a business to run well. Based on the interviews that have been conducted with consumers, it can be concluded that the application of Islamic business ethics in the form of the principle of truth can be said to be good, but there are still some mistakes made by employees towards their consumers. This was conveyed by one of the consumers, Mrs. Resti, she said that it had happened when the Company promoted through advertising media that the product was promoted was different from reality. But after contacting MS Glow, the employee finally confirmed that there was a mistake made by him to the product being promoted, at that time the Company immediately apologized and immediately confirmed the mistake made by the employee in the advertisement that had been aired.²²

Obstacles in Applying Islamic Business Ethics Principles to Promotion and Service Strategies at Ms Glow Broni Jambi Agent

An obstacle is a problem that can cause the course of the business or the effort carried out to be ineffective. Obstacles can be a meaningful problem for a businessman if a solution is not immediately sought. In running its business, of course, companies will find an obstacle, including the application of Islamic business ethics to the company.

The researcher conducted an interview with Mr. Aulia Anggun Sayogo as the owner of Ms Glow, he revealed:

"If the obstacle in doing promotions is usually more than the number of competitors at this time, yes, there are a lot of new products that have emerged so that the competition is even tighter and also at this time we have limited employees, usually we promote or introduce products through social media, sometimes when there are many employees have difficulty answering or serving consumers so that there are usually mistakes. My employees sometimes have difficulty in serving directly and through social media because my employees in addition to taking care of the store directly are also admins in Ms. Gow's social media. If in the service sometimes when people like to make mistakes and become less thorough, understandably the name is human beings may be the effect of fatigue and crowded, so mistakes can occur and sometimes there are also consumers

²² Interview with MS Glow Broni Jambi consumers, June 25, 2024.

*who are a little bit right, such as for example the product that the consumer wants is on sale or when there are no consumers immediately angry or put on a face that is not pleasant*²³

Based on the results of the interview above, it can be concluded that the obstacle in applying Islamic business ethics principles to promotion and service is due to the lack of precision from employees in conveying information about the products offered and the lack of employees in the company. MS Glow should be able to continue to evaluate the lack of precision carried out by employees in order to minimize the negligence made by employees to be even better and to be able to increase the lack of manpower in their field so that they can be more efficient. That way, it is not impossible that the Ms. Glow Jambi agent can continue to develop well and can become a big business in its field.

DISCUSSION

Application of Islamic Business Ethics in Promotion and Service Strategies at Ms Glow Broni Jambi Agent

Based on the results of research that has been carried out by researchers at Agent Ms Glow Broni Jambi as seen from the principles of Islamic business ethics are:

a) The Principle of Unity

Ms Glow Broni Jambi Agent Company has applied the principle of unity in promoting and providing services to its business, it is characterized by the absence of discrimination, discriminating consumers and coercion on consumers in its business.

b) The equilibrium principle

Ms Glow Broni Jambi Agent Company has applied the principle of equilibrium in promoting and providing services to its business, it is based on research conducted that Ms Glow has done justice when promoting and serving.

c) Principle of Responsibility

The Ms. Glow Broni Jambi Agent Company has applied the principle of responsibility in carrying out promotions and services, it is characterized by if there is a mistake made by Ms. Glow both in conveying information about the product and mistakes in providing the product, Ms. Glow will immediately contact the consumer to find a solution.

d) The principle of free will

Ms Glow Broni Jambi Agent Company has applied the principle of free will in carrying out promotions and services, it is based on research carried out, namely in carrying out promotions and services, Ms Glow will inform consumers about the authenticity of the product, legal and

²³ Mr. Aulia AS, Interview as Owner of Ms Glow Broni Jambi, June 24, 2024.

halal certified and BPOM which is in accordance with existing rules both according to the law and according to Islam.

Obstacles in the Application of Islamic Business Ethics in the Promotion and Service Strategy of Ms Glow Broni Jambi

Based on the results of the research that has been carried out, the obstacles in applying Islamic business principles to promotion and service strategies are:

a. Many new competitors

Competition at this time, especially in the business world, is getting tighter, as the times go by and technology is increasingly sophisticated, making competition more and more, including in the cosmetics or beauty products business. With the emergence of many new companies and new products, companies must prepare and implement new strategies in order to continue to run their business in the midst of increasingly fierce competition. Companies are required to improve their competitiveness continuously, companies in a short time must be able to transform themselves into strong and able to respond to the needs and conditions of the company. If it is related to the marketing aspect, companies that have strong marketing will be able to compete in the tight business competition at this time.²⁴

b. Lack of thoroughness in conveying product information and providing products to consumers

The company has full control over the events that exist within the company, both in consumer and other matters. In introducing or promoting its products, the company must fully hold the nature of honesty and trust in delivering its products to consumers.

c. Lack of employees

Humans basically cannot live alone, and neither can they live in the business world. The company will not be able to carry out its activities if there are no other people in it. Employees are one of the important elements in the company, without employees the company will not be able to achieve goals and run their business. Therefore, employees are needed to solve the shortcomings in the company according to their respective fields.

Based on the interviews that the researcher has conducted, it can be concluded that the obstacles experienced by Ms. Glow's agents in applying Islamic business ethics principles in promotion and service strategies are due to the number of new competitors that make companies have to be more creative in order to be able to compete, and the lack of existing workforce that makes employees a hassle when serving consumers when it is crowded and a lack of precision from employees in providing information and provide products to consumers.

²⁴ Joko Setiyono & Sutrimah, "Text and Context Analysis on Mobile Operator (XL) Advertisement with Card (AS), *Jurnal Pendidologi*, Volume 5.No.2 August 2016. Halamam 297.

CONCLUSION

- 1 Agent Ms Glow Broni Jambi in carrying out promotions and services has applied most of the principles of Islamic business ethics, namely the principle of unity, the principle of balance, the principle of responsibility, the principle of free will and the principle of truth. However, the application is still not perfect, there are still some shortcomings in applying Islamic business principles, namely the principle of truth. But it can still be justified because this business is a business that is not fully based on sharia and is more based on conventional business principles. However, it would be good if Islamic principles were fully implemented, considering that Islamic principles are global principles and can have a very positive impact on business if fully implemented.
- 2 The obstacles in the application of Islamic business ethics to the promotion and service strategies experienced by Ms. Glow Broni Jambi Agent are:
 - a. There are many new competitors or competitors in the skincare and beauty business.
 - b. Lack of precision carried out by employees in delivering products and providing products to consumers.
 - c. The lack of manpower or employees at the Ms Glow Broni Jambi agent which makes mistakes in carrying out promotions and services.

SUGGESTION

1. For Ms Glow Broni Jambi Agent
It is hoped that Ms. Glow will always maintain and apply the principles of Islamic business ethics in carrying out promotions and services, especially for its employees to be more thorough in carrying out their duties so that consumers can feel more comfortable and feel safe.
2. For business owners
It is hoped that the owner of Ms Glow Broni Jambi will further supervise and maintain quality in carrying out promotions and services, especially in implementing Islamic business ethics in it. And can overcome existing obstacles so that they can minimize errors that exist both in promotion and service. With that, the business that is run can be even better and the business that is run also gets blessings from Allah SWT.
3. For the next researcher
The results of this research are expected to be a comparative, reference and reference material for conducting further research. It is hoped that the next researcher can add other indicators

that can make the research more interesting and influential than the researchers that have been carried out.

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