ANALYSIS OF THE IMPLEMENTATION OF BUSINESS ETHICS PRINCIPLES AT UD. CHICKEN CUT YA2N. S

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Article Info
Article history:
Received March 12, 2022
Revised April 20, 2023
Accepted April 26, 2023

Keywords:
Ethics
Business
Principle

ABSTRAK
Business is a profit-seeking activity, a lot of fraud occurs just to seek personal gain without paying attention to applicable business ethics. This study aims to analyze the implementation of the principles of business ethics in the business activities of UD. Ayam Goreng Ya2N.S. This study uses descriptive qualitative methods with data collection techniques in the form of interviews and documentation. The primary data in this research are the owner (owner) of UD. Ya2N.S Broiler Chicken and consumers who buy chicken at the Ya2 N.S kiosk. The results of the study show that UD. Ya2N.S's Cut Chicken has implemented the principles of business ethics well in its business activities, with the principles of autonomy, the principles of honesty, the principles of fairness, the principles of mutual benefit and the principles of moral integrity. The implementation of the principles of business ethics results in the maintenance of good relations with consumers and other stakeholders.

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How to Cite:
Sari, Ellen & Gafar Firdaus Muhamad. (2023) Analysis of the implementation of business ethics principles at UD. Chicken Cut Ya2N.S. JOBSTRON, 2 (1). 122-125

INTRODUCTION
Business is an activity aimed at making a profit. In carrying out its activities, there are some entrepreneurs who only focus on making a profit regardless of the good and correct way it is done so that the business does not last long because consumers leave the company because it contains bad. Business ethics is the study or knowledge of morality that must be done by companies in running their business so that the business can survive in the long term and not be abandoned by consumers. The implementation of business ethics principles is something that companies need to apply in running their business.
Trading business (UD.) slaughtered chicken is one of the businesses that can commit fraud on scales. For example, the majority of broiler chicken traders in Sombher Market commit fraud by reducing scales to seek personal gain (Mufarrohah, 2022). Traders do not apply business ethics and justify various ways to make a profit. Based on the background above, the author is interested in researching the implementation of business ethics principles in one of the chicken traders in Bandung.

Theoretical Foundation

Business ethics is the knowledge or study of values and morality in running a business so as not only to seek profit but to pay attention to applicable moral values. In line with the theory of business ethics according to Muslich which argues that what is meant by business ethics is a knowledge of the ideal procedures for regulating and managing businesses that pay attention to universally applicable norms and morality (Asida, Vinuzia, &; Yusril, 2021).

Richard T. De George argues that business ethics includes four kinds of activities, namely:

1. Application of general ethical principles to specific practices in business.
2. Business ethics in addition to relating the application of ethical principles to business activities, is also 'meta-ethics' that highlights whether or not behavior that is considered ethical or not individually can be applied to organizations or business enterprises.
3. Business ethics highlights the morality of the economic system in general as well as the economic system of a country in particular.
4. Business ethics also concerns fields that usually extend beyond just ethics, such as economics and organizational theory.

According to Sony Keraf, there are several principles of business ethics, namely the principle of autonomy, the principle of honesty, the principle of justice, the principle of mutual benefit and the principle of moral integrity. The principle of autonomy is the ability of a person to make decisions on the basis of his own consciousness without any influence from other parties. An autonomous person is aware of his obligations and willing to take responsibility for every decision. The principle of honesty is openness and relevance in fulfilling the terms of agreements, goods and services offered and employment relations.

The principle of justice is equal treatment objectively, rationally and accountably in accordance with applicable provisions without any differentiation. The principle of mutual benefit is a state that does not harm each other and benefits all parties. Finally, the principle of moral integrity is an internal demand in business people or companies in running a business to always maintain the good name of the company (Surajiyo, PRINCIPLES OF BUSINESS ETHICS IN A PHILOSOPHICAL PERSPECTIVE, 2016).

Previous Research

Previous research was conducted by Destiya Wati, et al. In 2022 entitled "Analysis of the Application of Islamic Business Ethics Principles in Online Buying and Selling Transactions at Humaira Shop" as a result of which Humaira Shop has fully applied the principles of Islamic business ethics (Wat, Arif, &; Abristadevi, 2022). Another research was conducted by Olivia Sinarta and Dhyah Harjanti in 2014 with the title "APPLICATION OF BUSINESS ETHICS AT PT. X".

The result of the research is the application of business ethics at PT. X is good enough even though the principle of sustainability of life has not been applied and some distributors lack passion so that the implementation of business ethics is not perfect (Sinarta &; Harjanti, 2014).
Both of these studies have similarities with this study, namely examining business ethics, the difference lies in the focus of this research which only focuses on general business ethics principles and different research objects.

METHOD

This research was conducted by collecting primary data (observations and interviews with business owners and consumers) and secondary data (existing data) then analyzed using qualitative methods. Qualitative research. According to Lexy J. Moelean, qualitative research is the activity of exploring and understanding the meaning of a number of individuals or groups of people who have the capacity of social problems to be studied. This research is descriptive, which is a way to analyze data that has been collected from the research process and then described. This research includes field studies that refer to observations and field data sets for research materials.

The approach used in this study uses a qualitative research approach. Bogdan and Taylor define qualitative methods as research methods that produce written or oral descriptive data from observable behavior (Wat, Arif, & Aristadevi, 2022). The subjects who became sources in this study were UD owners. Ya2n.S and consumer slaughtered chicken. The way data is collected is done by means of interviews directed to achieve certain goals. Data analysis is carried out by checking the validity of data using source triangulation techniques, namely checking answers between business owners and consumers.

RESULTS AND DISCUSSION

Result

Business ethics are very important to UD. Ya2n.S slaughtered chicken in running a prolonged business. To find out how to implement the principles of business ethics at UD. Ya2n.S slaughtered chicken carried out this research with qualitative methods that produced the following results:

Prinsip Autonomy

Prinsip autonomy is a decision taken with self-awareness about the pa that he believes is good without being influenced by others with the belief that what is decided is good to do and aware of the consequences and willing to take responsibility for his decisions. Ya2n.S's slaughtered chicken business has implemented the principle of autonomy by making decisions on self-awareness "If actions for bad things are unthinkable, if good actions, for example the total purchase of Rp. 91,000 in the newsletter becomes Rp. 90000, of which Rp. 1000 I recognized" said Mr. Yayan (business owner). consumers also said they had a good impression of the awareness of the good value of Ya2n.S. slaughtered chicken business.

Prinsip Kejujuran

The principle of honesty is openness to the actual situation without being reduced or added and relevance or suitability in fulfilling requirements, goods and services agreements and employment relations. The principle of honesty is always prioritized in Ya2n.S business because honesty arises from within a sword and is highly prioritized, said Mr. Yayan as a business owner in line with what consumers say, "As long as I buy chicken cut here, thank God always be honest" and the company is responsible if there is a discrepancy, for example, consumers say "Yes, responsible, once I gave money and the excess continued to be given again by the CPC. Yayan as seller"
**Prinsip Keadilan**

The principle of justice is a state when all are treated equally without distinction. Ya2n.S slaughter chicken business treats everything the same without any privilege for either party. Consumers also say they have never experienced injustice.

**The principle of mutual benefit**

The principle that creates benefits to both parties. in this case Ya2n.S slaughter chicken business profits from sales and consumers feel benefited from getting the desired goods. Consumers never feel disadvantaged.

**The principle of moral**

Integrity relates to the efforts made in maintaining the good name of the company in carrying out business activities. Ya2n.S slaughtered chicken business always maintains the good name of the company by prioritizing honesty, good attitude and service.

**Discussion**

The implementation of business ethics principles can make businesses survive in the long term by maintaining relationships with consumers and other stakeholders. Wahyu samari proved with his research at PT. Telkom Indonesia Tbk. that the principles of business ethics implemented can maintain good relations with all stakeholders (Samari, 2020). In this research, the principles of business ethics have been applied.

**CONCLUSION**

From the results of the analysis of the implementation of business ethics principles, it can be concluded that UD. Ya2n cut chicken. Have implemented the principles of business ethics well. Although sometimes due to busyness, chicken orders stored from the morning in crackles are a bit smelly when sent during the day. UD. Ya2n.S slaughtered chicken informs openly about this and is willing to be responsible if it wants to be returned or replaced.

**REFERENCE**
