# Analysis of the Application of Sharia Principles in Business Sharia Retail 212 Mart Soebrantas Pekanbaru

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**ABSTRACT**

*Sharia principles are rules or policies in an agreement that are based on Islamic business ethics that occur between business actors and consumers to carry out business activities based on Islamic law. These sharia principles include the principle of justice, the principle of al-iḥ (doing good), the principle of alMas'ūliyah (accountability, responsibility), the principle of al-Iyh, the principle of balance, and the principle of honesty and truth. The aim of the study is to investigate the application of sharia principles in the sharia retail business of 212 Mart Soebrantas in Pekanbaru. The method of the study is qualitative descriptive research. The informants of the study are a manager, 2 employees and 5 buyers of 212 Mart Soebrantas in Pekanbaru. The data collection techniques of the study are observation, interviews and documentation. The data analysis techniques of the study are data reduction, data display and conclusion drawing. The results of of the study show that the application of sharia principles is in line with the Islamic sharia that all sharia business principles have been fulfilled.*

## INTRODUCTION

The development of sharia economics in Indonesia began with the emergence of various bank and non-bank financial institutions that operated their economic activities with sharia principles. In the 1980s in Indonesia there was a development movement in sharia economic projects which became the starting point for the sharia economic movement, especially financial institutions. . There are differences in views between Islamic scholars and those with social organization backgrounds, which is the beginning of its development. The development of sharia economics in Indonesia is proven by the development of businesses that apply sharia principles. Islamic business is a business unit, which runs its business based on Islamic sharia principles, referring to the values of the Qur'an and Hadith. Sharia principles are rules or policies in agreements that are based on ethics in Islamic business which occurs between business people and consumers to carry out business activities based on Islamic law. These sharia principles include the principles of justice, the principles of Al-ihsan (doing good), the principles of Al-Mas'uliyah (accountability), the principles of Al-Kifayah (mutual help), the principles of balance, and the principles of honesty and truth.

## METHOD

The type of research used in this research is field research using qualitative descriptive methods, namely research whose object is about events that occur in community groups. Descriptive research attempts to describe an event or incident that is the center of attention without giving special treatment to the event (Arifin, 2014: 54).

## RESULTS AND DISCUSSION

### Understanding Sharia-Based Business

Sharia-based business is a business activity that is based on the Al-Qur'an and hadith where there is conformity of business activities with Islamic sharia as worship of Allah to gain His pleasure. From this definition, a sharia-based business is a business that is based on Islamic sharia, where all business activities carried out must be in accordance with Islamic religious rules (halal and haram). Characteristics and Characteristics of a Sharia-Based Business:

1. Always be based on spiritual values.
2. Have an understanding of halal and haram business.
3. Shari'ah correct in implementation.
4. Oriented to the results of this world and the hereafter.

The characteristics of sharia business are as follows:

1. Do not give gifts/commissions in business lobbying (money, women, etc.).
2. Don't eat usury.
3. No default/broken promises.
4. Input, process, output are free from haram goods and services.
5. No bribes.
6. Don't cheat.
7. No corruption.
8. Unusual.

Sharia Business Principles in Islamic Economics

1. Principles of Justice
2. Principle of Al-Ihsan (Doing Good)
3. Principle of Al Mas‟uliyah (Accountability)
4. Principle of Al Kifayah (Sufficiency)
5. Principle of Wasathiyah (Balance)
6. Principles of Honesty and Truth.

History of the Establishment of 212 Mart Soebrantas Pekanbaru

The inauguration of 212 Mart was officiated by the Mayor of Pekanbaru, Dr. H. Firdaus. ST.MT, on Saturday, 02 December 2017. Address located at Jl. HR. Soebrantas, Pekanbaru, Riau. Together with the Mayor, the head of BKDA, Tampan sub-district head, Tuah Karya sub-district head, Tampan police station, Sharia Cooperative Community 212, Ulama and community leaders and of course the surrounding community joined the mayor.

The Mayor of Pekanbaru, said that this shop is very special because this shop was founded by a women's community with 183 owners. The head of the 212 women entrepreneur community, Mrs. Junaida Yahya, told a flashback of the founding of 212 Mart Pekanbaru. The foundation is faith in Allah SWT and aims to revive the people's economy which is of course based on Islamic sharia.

Organizational Structure of 212 Mart Soebrantas Pekanbaru

a. GMS (General Meeting of Shareholders)

The GMS is a Company organ that has no authority given to the Board of Commissioners or Directors within certain limits determined in statutory regulations and the Articles of Association.

b. Board of Commissioners

The board of commissioners is the company organ in charge of carrying out activities general and/or specific assignments in accordance with the articles of association as well provide advice to the Board of Directors.

c. President director

The President Director is someone who leads or supervises specific area of a company.

d. Head of Store Department

The head of the shop is the leader in the shop.

e. Assistant Manager Accounting

Assistant Manager Accounting is a position for assist managers in leading the finance department which is tasked with maintaining the health of the company's (financial) veins.

f. Assistant Finance Manager

The assistant financial manager assists the financial manager with various administrative and financial tasks and also involves assistance in billing invoices, preparing budgets, managing cash flow, and request information from colleagues regarding orders purchase.

g. Assistant Manager of Inventory

Inventory assistants are responsible for maintaining operations smooth and efficient inventory in inventory room, department.

h. Sales Promotion

Sales promotion is one type of marketing usually used to introduce new products, discontinue old products, and of course increase numbers sale.

i. Head Cashier and Cashier

The cashier is a payment or transaction officer, both cash and non-cash.

j. Inventory Staff

Inventory staff is a part of a company that responsible for a number of tasks related to the management and maintenance and inventory of a company.

**Discussion**

After the interview results are processed and presented in qualitative descriptive form, then the interview results obtained while in the field will be analyzed using data analysis techniques. The following is an analysis of the research results, namely:

1. Application of the Principles of Justice (Al-'Adliyah)

   Justice is putting things just in their place, treating things simply in their place, and giving things away only those who are entitled to receive it (Mardani, 2014:32).

2. Principle of Al-Ihsan (Doing Good)

   This principle means giving benefits to others more than rights others.

3. Principle of Al-Mas'uliyah (Accountability)

   The principle of responsibility includes several aspects, namely accountability answers between individuals and individuals, internal accountability public.

4. Principle of Al-Kifayah (Please Help)
   The main aim of this principle is to eradicate poverty and poverty meet the primary needs of all members of society.
5. Principle of Al-Wathasiyah (Balance)
   Islamic Sharia recognizes personal rights with certain limits. In Islam, balance is determined from individual interests and interests public.
6. Principles of Honesty and Truth
   This principle is the basis of morals. Honesty and truth is the most important thing to implement in running.

## CONCLUSION

Based on the results of interviews conducted by the author regarding the analysis of the application of sharia principles in the sharia retail business of 212 Mart Soebrantas Pekanbaru, it can be concluded that in its operations, 212 Mart Soebrantas Pekanbaru has implemented sharia principles as described in the book Islamic Law (Normation of Sharia Principles in Indonesian Law) by Dr. Drs. Abd. Shomad, S.H., M.H. in 2017.

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