

# TINJAUAN ETIKA BISNIS ISLAM PADA PRAKTIK BISNIS MULTI LEVEL MARKETING TIENS SYARIAH INDONESIA DI YOGYAKARTA

## ABSTRAK

Dewasa ini, di Indonesia bisnis telah berkembang menjadi beragam bentuknya. Salah satu bentuk perkembangan bisnis adalah bisnis dengan sistem *Multi Level Marketing* Tiens Syariah merupakan bisnis dengan sistem *Multi Level Marketing* yang telah dinyatakan sesuai syariah berdasarkan fatwa DSN MUI. Sebagai bisnis dengan sistem *multi level*, distributor tiens memiliki peran ganda yaitu penjualan produk dan perekrutan mitra bisnis baru. Dengan adanya peran ganda tersebut, para pelaku bisnis memiliki kecenderungan untuk melakukan tabrakan kepentingan dan saling menghalalkan segala cara dalam berbisnis sehingga dapat menciptakan aktivitas bisnis yang tidak sehat. Bisnis yang sehat yaitu bisnis yang berlandaskan pada etika. Oleh sebab itu penelitian ini bertujuan untuk mengetahui penerapan etika bisnis islam pada praktik bisnis *Multi Level Marketing* Tiens Syariah di Yogyakarta.

Penelitian ini menggunakan jenis penelitian kualitatif deskriptif. Teknik sampling yang digunakan yaitu *purposive sampling*. Penelitian ini dilakukan di Yogyakarta. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi. Pada penelitian ini menggunakan triangulasi sumber sebagai teknik keabsahan data. Adapun teknik analisis data menggunakan metode Miles dan Huberman. Analisis pada model ini terdiri atas reduksi data, panyajian data, penarikan kesimpulan dan verifikasi.

Berdasarkan hasil dari penelitian ini diketahui bahwa, bisnis *Multi Level Marketing* Tiens Syariah di Yogyakarta belum sepenuhnya menerapkan prinsip etika bisnis Islam.

Kata kunci : Etika bisnis islam, *Multi Level Marketing*, etika pemasaran

# **REVIEW OF ISLAMIC BUSINESS ETHICS IN MULTI-LEVEL MARKETING TIENS SYARIAH BUSINESS PRACTICES IN YOGYAKARTA**

## **ABSTRACT**

In Indonesia today, the business has grown into a diverse form. One form of business development is a business system with *Multi Level Marketing* business with its Syariah Tiens is a *Multi Level Marketing* system that has been declared suitable based on the Shariah fatwa DSN MUI. As a business with multiple levels, a distributor of tiens has dual roles are product sales and recruiting new business partners. The existence of these multiple roles, the business person has a tendency to do collision and mutual interests justify everything in so that it can create a business activity that is not healthy. A healthy business that is based on business ethics. Therefore, this research aims to know the application of Islamic business ethics on business practices Syariah Tiens *Multi Level Marketing* in Yogyakarta

. This research uses qualitative descriptive study types. The sampling techniques used i.e. purposive sampling. This research was conducted in Yogyakarta. The technique of data collection was done through interviews, observation, and documentation. In this study using triangulation techniques as a source of the validity of the data. As for the data analysis techniques using methods, Miles and Huberman. Analysis on this model consist of interacting components, namely the reduction of data, data panyajian, withdrawal and verification conclusion.

The results of this research indicate that, based on the principles of Islamic business ethics in marketing practices that are carried out by a distributor of Tiens Sharia in Yogyakarta, note that on its business practices already implemented Sharia Tiens strategy good business but in practice there is still inconsistency with the principles of Islamic business ethics in the context of the recruitment section especially distribution new business partners. This happens only on a group of distributors only.

Keywords: business ethics, Multi Level Marketing, ethical marketing