

# IMPLEMENTATION OF ISLAMIC BUSINESS ETHICS AT PRO MUSH GALLERY MUSLIM CLOTHES SHOP

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## ABSTRACT

*Islamic business ethics are as a set of values about good, bad, right, and wrong as well as our attitudes and the rules in the business world that refer to and are guided by the Qur'an and Hadith, in other words running the business world in a line with the command of Allah SWT and stay away from his prohibitions. In this business, it will certainly create competition, but Islam guides to be honest as taught of the Prophet Muhammad SAW; using healthy competition and implementing the best service for consumers. The problem in this research is how to implement Islamic business ethics at the Muslim fashion shop Pro Mush Gallery. While the purpose of this study is to see and determine the implementation of Islamic business ethics at the Muslim fashion shop Pro Mush Gallery. This thesis research uses a qualitative field research method with a descriptive qualitative approach. The data collection technique was done by observing, interviewing and documenting. The analysis technique used is descriptive qualitative data analysis, which is used to analyze data both from interviews and documentation by describing or describing the data that has been collected from interviews. The results of this thesis research show that the Muslim Fashion Shop Pro Mush Gallery applies several Islamic Business Ethics in doing business by applying the 4 traits on the Prophet Muhammad SAW; Fatanah, Amanah, Shiddiq, and Tabligh.*

**Keywords:** *Implementation, Islamic Business Ethics, Pro Mush Gallery.*