

Analysis of the Influence of the Application of the Alms Concept on Business Development (Study at PT. Daya Cipta Bunga Lestari)

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ABSTRACT

Alms is part of generosity in the context of Muslim society as a form of servant's love for the blessings of Allah that have been given to humans. In the process of business progress, it is hoped that there will be other activities that support the business development process, through social activities such as alms. The purpose of this study was to determine the strategies that have been carried out in the concept of alms PT. Daya Cipta Bunga Lestari and to determine the influence of the concept of alms in business development at PT. Sustainable Flower Creativity. In this study, researchers used quantitative methods using regression test and qualitative methods using a phenomenological approach. In the process of running its business, every month PT. Daya Cipta Bunga Lestari gets wages for the delivery and storage of goods carried out in the contract of work. alms given by PT. Daya Cipta Bunga Lestari is given sincerely and with a predetermined nominal based on a percentage determined by the owner of the company, which is 10-15% of the total net profit. With the concept of alms owned by PT. Daya Cipta Bunga Lestari has become a culture or habit, with the aim of getting the happiness and pleasure of Allah SWT, not just running a business that only prioritizes making profits. In this case, the concept of alms has a fairly good influence on business development. Because with the alms done every month, making PT. The power of Cipta Bunga Lestari is growing and the business it runs is also made easy by God. As for some of the benefits or impacts of alms felt by PT. Daya Cipta Bunga Lestari includes the following: (1) Facilitate obtaining sustenance; (2) Keep away from disaster; (3) Facilitated in all things, especially in running a business (4) Calming the soul and (5) Minimizing the occurrence of losses.

Keywords: *Alms, Business Progress, Business Development*