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Islamic Business Ethics as a Strategic Driver of MSME Growth in the Halal Economy Era

*Etika Bisnis Islam sebagai Pendorong Strategis Pertumbuhan
UMKM di Era Ekonomi Halal*

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Abstract

The growth of the global halal economy presents great opportunities for MSMEs as key players in the halal industry. However, fierce market competition and ethical challenges in business practices demand a solid value foundation. This article aims to analyze the contribution of Islamic business ethics to the growth of MSMEs in the halal economy era. This study employs a library research method using a descriptive qualitative approach by reviewing various academic literatures, scientific journals, and relevant documents. The findings reveal that Islamic business ethics principles such as honesty, trustworthiness, justice, and the prohibition of riba and gharar positively impact the performance and sustainability of MSMEs. The implementation of these ethical values fosters consumer trust, operational efficiency, and strong business identity. In the context of the halal economy, Islamic business ethics serves not only as a moral advantage but also as a strategic element to ensure the sustainability and competitiveness of MSMEs both locally and globally.

Keywords: Islamic Business Ethics, MSMEs, Halal Economy, Business Growth, Sharia Values

Abstrak

Pertumbuhan ekonomi halal global menghadirkan peluang besar bagi UMKM sebagai pelaku utama dalam industri halal. Namun, persaingan pasar yang semakin ketat serta tantangan etika dalam praktik bisnis menuntut adanya landasan nilai yang kuat. Artikel ini bertujuan untuk menganalisis kontribusi etika bisnis Islam terhadap pertumbuhan UMKM di era ekonomi halal. Penelitian ini menggunakan metode studi kepustakaan dengan pendekatan kualitatif deskriptif melalui penelaahan berbagai literatur akademik, jurnal ilmiah, dan dokumen yang relevan. Hasil penelitian menunjukkan bahwa prinsip-prinsip etika bisnis Islam seperti kejujuran, amanah, keadilan, serta larangan riba dan gharar memberikan dampak positif terhadap kinerja dan keberlanjutan UMKM. Penerapan nilai-nilai etika tersebut mampu meningkatkan kepercayaan konsumen, efisiensi operasional, serta membentuk identitas usaha yang kuat. Dalam konteks ekonomi halal, etika bisnis Islam tidak hanya menjadi keunggulan moral, tetapi juga merupakan elemen strategis dalam menjaga keberlanjutan dan daya saing UMKM baik di tingkat lokal maupun global.

Kata Kunci: Etika Bisnis Islam, UMKM, Ekonomi Halal, Pertumbuhan Usaha, Nilai-Nilai Syariah.



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INTRODUCTION

The global halal economy is showing a significant upward trend and is increasingly becoming mainstream in the global economy. According to the State of the Global Islamic Economy report (2023), consumption of halal products is projected to reach USD 2.4 trillion, spanning the food, fashion, tourism, and pharmaceutical sectors.¹ This figure is projected to continue rising alongside growing awareness among Muslim communities regarding the halal lifestyle, as well as regulatory and technological support in strengthening cross-border halal certification systems. Indonesia, as the country with the largest Muslim population, holds strategic potential in developing the halal industry; however, it has yet to fully leverage its geopolitical and demographic position to become the global hub of the halal economy.² To achieve dominance in the global halal ecosystem, a strong economic foundation is required, one of which is through the strengthening of the Micro, Small, and Medium Enterprises (MSMEs) sector based on Islamic values and ethics, as an instrument for the inclusive and sustainable economic empowerment of the Muslim community.

MSMEs play a vital role in supporting the national economy and have proven to be the most adaptable sector during crises, including during the COVID-19 pandemic. According to data from the Indonesian Ministry of Cooperatives and SMEs (2022), MSMEs contribute more than 60% of the national GDP and employ approximately 97% of the workforce.³ This role makes MSMEs the backbone of the domestic economy. In the context of the halal economy, SMEs are at the forefront of producing and distributing halal goods and services, ranging from halal food products and Muslim fashion to sharia-compliant travel services. However, strengthening the role of SMEs is not merely about access to capital and markets but also concerns business integrity and sustainability. This is where the application of Islamic business ethics which are universal and transformative becomes crucial, as they can foster a business culture that is honest, fair, and responsible, while simultaneously enhancing competitiveness within both domestic and international halal ecosystems.⁴

Despite their great potential, SMEs in Indonesia often face complex ethical challenges in their business practices. Some business owners are tempted to manipulate product quality, set non-transparent prices, or disregard halal principles which are a cornerstone of the Islamic economy.⁵ In this highly open digital era, risks such as online fraud, the exploitation of informal workers, and unclear product information and business legality have also emerged. Furthermore, low levels of financial literacy and Islamic ethical awareness among SME operators exacerbate these conditions. Without a strong ethical foundation, SMEs not only risk damaging consumer trust but also hinder the long-term sustainability of their businesses.⁶ Therefore, improving business

1 Alifa Baiduri Et Al., "Analysis Of Halal Value Chain Growth In Indonesia Through The Halal Pharmaceutical And Cosmetics Industry In 2019-2023" 6, No. 11 (2025): 1270–82.

2 Muhammad Zulfikar Yusuf, "Peluang Indonesia Dalam Pusaran Industri Halal Dunia," *Masyrif: Jurnal Ekonomi, Bisnis Dan Manajemen* 4, no. 1 (2023): 101, <https://doi.org/10.28944/masyrif.v4i1.899>.

3 Coordinating Minister Airlangga: Government Continues To Encourage Strengthening Economic Foundations By Establishing Digital Transformation Of Msmes As One Of The Priorities.

4 Dea Rodiah Luthfy And Oyo Sunaryo Mukhlas, "Etika Bisnis Islam Dalam Ekonomi Digital: Model Pendampingan Usaha Mikro Kecil Menengah (Umk) Yang Berkelanjutan Di Jawa Barat" 8, No. 2 (2023): 52–62, <https://doi.org/https://doi.org/10.59908/Islamica.V8i2.140>.

5 Siti Aisyah, "Peran Kejujuran Dan Transparansi Dalam Meningkatkan Integritas Bisnis Syariah" 2 (2025): 104–12.

6 A Triwibowo And M A Adam, "Etika Bisnis Islam Dalam Praktek Bisnis Di Era Digital Ekonomi," *Margin: Jurnal Bisnis Islam Dan Ekonomi Syariah*, 2023, <https://journal.staimaarifkalirejo.ac.id/Index.php/Margin/Article/View/65>.

governance and business ethics education are priorities in the agenda for empowering halal SMEs.

Islamic business ethics offers a solution to the moral challenges faced by SMEs because it provides principles that are not only normative but also practical. This framework encompasses honesty (ṣidq), justice (‘adl), trustworthiness, and the prohibition of usury (riba) and uncertainty (gharar), all of which aim to protect the rights of consumers, business owners, and the surrounding community. This ethics serves not only as a moral standard but also as a practical guide that ensures business sustainability and public trust.⁷ In practice, Islamic business ethics also encompasses the principles of social responsibility (mas’uliyah), transparency (bayān), and sound business intent (niyyah ṣāliḥah). The application of these values strengthens the position of SMEs in facing increasingly complex global economic challenges, while also serving as a positive differentiator amid intensifying market competition.⁸

Empirical research shows that the implementation of Islamic business ethics has a positive impact on the performance of SMEs in both financial and non-financial aspects. For example, a study by Rosmitha states that marketing digitalization based on the principles of halal and tayyib not only enhances customer loyalty but also improves operational efficiency and product quality consistency.⁹ This demonstrates that ethics and strategy are not two separate entities but can operate in harmony. The integration of spiritual values and business strategy fosters a competitive yet ethical business ecosystem, which ultimately enhances long-term trust and reputation while minimizing moral hazard risks.

In the era of Industry 4.0, many SMEs are undergoing digital transformation to expand their markets and improve business efficiency. However, this transformation must be accompanied by ethical awareness in the use of technology. Research Rohman emphasize that Islamic ethical principles can help build a strong business reputation amid the flood of information and shifting digital consumer behavior.¹⁰ Ethics in digitalization promote information transparency, protection of customers’ personal data, honesty in promotions, and compliance with digital halal standards. By integrating ethics into innovation, SMEs can utilize technology responsibly and avoid exploitative practices that harm consumers

To foster ethical and Sharia-compliant SMEs, ongoing education and guidance from various stakeholders are essential. Training programs based on Islamic business ethics, such as those implemented in West Java, as documented in the research by Luthfy & Mukhlas, have proven effective in enhancing Sharia compliance in business, including in areas such as halal certification, Sharia financial management, and transaction transparency.¹¹ MSME actors also need to be facilitated in understanding the role of ethics as part of a business strategy, not merely a moral obligation. In this context, synergy between academics, the government, Sharia financial

7 N Zulfa, N N Millah, And N Nuratin, “Konsep Maqashid Syariah Dalam Praktik Strategi Pemasaran Tiktok Dengan Landasan Etika Bisnis Islam,” *Jurnal Of Islamic Business*, 2023, <https://pdfs.semanticscholar.org/1025/1058fe9f95e34751ff042fd9c5fb6aa81fc0.Pdf>.

8 Elce Purwandari, “Nilai-Nilai Etika Bisnis Islam Dalam Praktik Umkm Dendeng Pucuk Ubi Wak Idah” 07, No. 01 (2025): 19–28.

9 S N Rosmitha, “Peran Digitalisasi Pemasaran Dalam Peningkatan Daya Saing Dan Sustainability Umkm Kuliner Di Era New Normal Perspektif Etika Bisnis Islam” (Universitas Islam Indonesia, 2022), <https://dspace.uii.ac.id/handle/123456789/38044>.

10 A Rohman, “Peran Desain Produk Dan Jasa Umkm Berbasis Etika Syariah Di Era Ekonomi Digital,” *Journal Emis*, 2025, <https://journal.yazri.com/index.php/emis/article/view/227>.

11 Rodiah Luthfy And Sunaryo Mukhlas, “Etika Bisnis Islam Dalam Ekonomi Digital: Model Pendampingan Usaha Mikro Kecil Menengah (Umkm) Yang Berkelanjutan Di Jawa Barat.”

institutions, and the business community is crucial in expanding the scope of guidance and strengthening a business culture based on Islamic values.¹²

SMEs that uphold Islamic ethics have the potential to become key drivers in the development of a sustainable national halal ecosystem. Research by Akbar emphasizes that the existence of halal SMEs not only supports the local economy but also builds Indonesia's image as a global leader in the halal industry. This values-based approach creates an ecosystem that pursues not only profit but also *maslahah* (benefit) and blessings.¹³ The development of a halal ecosystem requires not only regulations but also a business culture that is ethical, resilient, and innovative. A balance between spiritual values and economic achievements serves as the foundation for inclusive and equitable long-term growth.

Given the importance of Islamic business ethics in fostering competitive and sustainable SMEs, the integration of Islamic values into SME business practices is imperative in the era of the halal economy. In addition to addressing global ethical challenges, this approach serves as a strategy to strengthen the resilience of small businesses in the face of economic volatility and market changes. Therefore, the research objective of this article is to analyze the contribution of Islamic business ethics to the growth of SMEs in the era of the halal economy.

Method

This study is a literature review, which involves examining various sources of literature relevant to the topic under discussion. The primary focus of this study is to explore and analyze literature related to the contribution of Islamic business ethics to the growth of MSMEs within the context of the halal economy. This approach was chosen because it provides a deep understanding of the concepts, principles, and application of Islamic business ethics based on authentic and academic sources.

The data sources in this study include national and international scientific journals, reference books related to Islamic economics and business ethics, fatwas from the National Sharia Council of the Indonesian Ulema Council (DSN-MUI), as well as other relevant documents or reports that support the discussion. The analysis technique used is content analysis with a descriptive qualitative approach, which involves systematically examining the meanings, values, and interrelationships between concepts to draw conceptual and practical conclusions regarding the development of SMEs based on Islamic ethics.

RESULTS AND DISCUSSION

Concepts and Principles of Islamic Business Ethics

Islamic business ethics is a set of moral and spiritual principles that govern the conduct of businesspeople in carrying out economic activities in accordance with Islamic law. These ethics not only address the relationship between producers and consumers but also reflect the vertical dimension (relationship with Allah) and the horizontal dimension (relationships among people).¹⁴ The fundamental values in Islamic business ethics include honesty (*ṣidq*),

12 Bayu Sudrajat Et Al., "Challenges And Opportunities For Msmes In Implementing Sharia Principles In Indonesia" 1 (2024): 190–201.

13 Akbar, Firman Muhammad Abdurrohman, "Analisis Tantangan Dan Peluang Pengembangan Umkm Halal Dalam Era Pasar Nasional," *Zhafir: Journal Of Islamic Economics, Finance, And Banking*, 2020, <https://journalsains.id/index.php/zhafir/article/view/91>.

14 Said Safri Ibrahim And Achmad Syamsul Huda, "Prinsip-Prinsip Etika Bisnis Dalam Al-Qur ' An Dan Hadits : Relevansinya Terhadap Umkm Di Kota Bogor" 6, No. 8 (2025): 2609–29.

trustworthiness (amanah), justice (‘adl), the prohibition against usury (riba), gharar (uncertainty), as well as fraud or exploitation in transactions (maysir and tadlis).¹⁵

Honesty is a cornerstone of maintaining business integrity and building consumer trust. As exemplified by the Prophet Muhammad (peace be upon him) in his business practices, honesty is a sacred value in every transaction.¹⁶ Amanah, or responsibility for rights and obligations, is a form of the implementation of tawhid in the context of muamalah. The principle of justice requires business actors not to take unjust profits and to always consider the balance of rights among the parties involved.¹⁷

In the context of prohibitions, Islam forbids the practice of usury due to its exploitative nature and its tendency to create economic inequality. Similarly, transactions involving gharar which entail uncertainty or high levels of speculation are prohibited because they have the potential to cause losses and disputes.¹⁸ All these prohibitions aim to uphold the principle of maslahah, which refers to collective and sustainable benefit and goodness. Maslahah is the core essence of Islamic business practices, as it seeks not only worldly profit but also spiritual blessing.¹⁹

In general, these ethical principles are not merely normative but also practical. In the context of SMEs, the application of these values has a positive impact on business reputation, customer loyalty, and business sustainability in the competitive era of the halal economy. For example, research by Zulfa, Millah, and Nuratin emphasizes that marketing practices based on maqashid syariah, such as transparency and trustworthiness, enhance the competitiveness of digital SME products.²⁰ This demonstrates that Islamic business ethics are not an obstacle but rather a spiritual asset that can be leveraged in the development of the national halal economy.

Characteristics of MSMEs in the Halal Economy Era

MSMEs are the backbone of the Indonesian economy and play a vital role in the development of the national halal industry.²¹ In the era of the globally expanding halal economy, MSMEs are not only small and medium-sized businesses but also an integral part of the halal value chain across various strategic sectors such as food and beverages, Muslim fashion, halal cosmetics, as well as services like tourism and Islamic finance. the halal food and beverage sector is the largest

15 Masnama et al., “Integration of Islamic Values in Digital Business Ethics: A Case Study of Social Media,” *El-Kahfi: Journal of Islamic Economics* 8, no. 1 (2025): 1–15, <https://doi.org/https://doi.org/10.58958/elkahfi.v6i02.586>.

16 Ahmad Suminto, “Etika Kegiatan Produksi: Perspektif Etika Bisnis Islam,” *Islamic Economics Journal* 6, no. 1 (2020): 123, <https://doi.org/10.21111/iej.v6i1.4387>.

17 Siti Nurul Azizah, Moh. Agus Sifa’, and Heri Kuncoro Putro, “Implementasi Etika Bisnis Islam Dalam Produksi Usaha Jamur Tiram Di Desa Sokogrenjeng Kecamatan Kenduruan Kabupaten Tuban,” *JPSDa: Jurnal Perbankan Syariah Darussalam* 4, no. 2 (2024): 191–208, <https://doi.org/10.30739/jpsda.v4i2.3224>.

18 Zulfa et al., “Konsep Maqashid Syariah Dalam Praktik Strategi Pemasaran Tiktok Dengan Landasan Etika Bisnis Islam.”

19 Aning Dwi Cahyani et al., “LITERATURE REVIEW: IMPLEMENTASI ETIKA BISNIS DENGAN GOOD CORPORATE GOVERNANCE (GCG) TERHADAP KINERJA KEUANGAN PERBANKAN KONVENSIONAL,” *Journal of Management and Innovation Entrepreneurship (JMIE)* 1, no. 2 (January 8, 2024): 76–88, <https://doi.org/10.59407/jmie.v1i2.316>.

20 Zulfa et al., “Konsep Maqashid Syariah Dalam Praktik Strategi Pemasaran Tiktok Dengan Landasan Etika Bisnis Islam.”

21 Muhammad Asmawi and Ardi Lutfiadi, “Challenges Implementing Indonesia’s Halal Product Guarantee Law for MSMEs: Legal Readiness Review,” *Jurnal Halal Center* 1, no. 1 (2026): 125–42, <https://doi.org/https://doi.org/10.28918/jhc.v1i1.14222>.

segment driven by SMEs, followed by the rapidly growing cosmetics and fashion sectors, fueled by local product innovation.²²

The uniqueness of halal SMEs lies in their flexibility, proximity to local markets, and adaptive capacity to global halal trends. However, to compete in the international halal market, SMEs face a number of structural challenges. For instance, the majority of SME operators do not yet possess halal certification, which is a primary requirement for penetrating export markets. Waharini & Purwantini also highlight limitations in production technology, packaging, and compliance with international halal standards.²³ On the other hand, market opportunities are vast: Indonesia is projected to become a net exporter of halal products, particularly food and fashion, if SMEs are systematically guided toward standardization and digitalization.²⁴

Export potential stems not only from the volume of the global Muslim market but also from international consumers' preferences for hygienic, natural, and sustainable products values inherent in the halal concept. Baehaqi et al. note that local halal cosmetic brands like Wardah have paved the way for similar SMEs to penetrate the Middle Eastern and Southeast Asian markets.²⁵ The greatest challenges remain the low level of halal market literacy and the information and capital gaps among SMEs.²⁶ Therefore, synergy between the government, Islamic financial institutions, and academics is needed to strengthen the capacity of SMEs to become part of a globally competitive halal industry chain.

Implementation of Islamic Business Ethics in MSME Operations

The application of Islamic business ethics in MSME operations is a concrete manifestation of the integration of spiritual values and economic activities. In managerial practice, MSME operators who uphold Islamic principles tend to apply the values of honesty, responsibility, transparency, and fairness in every business decision. A study by Hanifa et al. on sharia-based cooperatives shows that management grounded in Islamic values promotes fair distribution of business profits, voluntary member participation, and the stewardship of business assets. The implementation of these values fosters a work environment characterized by integrity and productivity.²⁷

On the marketing side, Islamic business ethics encourage SME operators to convey product information honestly, without misleading consumers, and to avoid manipulative practices. Zulfa, Millah, and Nuratin highlight the importance of maqashid syariah in digital marketing strategies through platforms like TikTok, which SMEs use to build consumer trust through education on halal products and the concept of blessings.²⁸ In another study, Rosmitha,

22 Malik Dilaga Kusumah et al., "Peran Industri Halal Dalam Mendongkrak Pertumbuhan Ekonomi Indonesia," *Jurnal Likuid* 1, no. 5 (2020): 12.

23 Aang Yusril M, "Model Pengembangan Industri Halal Food Di Indonesia," *At-Tasyri': Jurnal Hukum Dan Ekonomi Syariah* 1, no. 01 (2020): 30–49, <https://doi.org/10.55380/tasyri.v1i01.21>.

24 Nora Maulana and Zulfahmi, "Potensi Pengembangan Industri Halal Indonesia Di Tengah Persaingan Halal Global," *Jurnal Iqtisaduna* 8, no. 2 (2022): 136–50, <https://doi.org/10.24252/iqtisaduna.v8i2.32465>.

25 Muhammad Alfarici Baehaqi et al., "Peluang Dan Tantangan Industri Halal Di Indonesia," *Jurnal Media Akademik (JMA)* 3, no. 5 (2025), <https://doi.org/https://doi.org/10.62281/v3i5.1853>.

26 Syauqi Darmawan, "Pengembangan Industri Halal: Peluang Dan Tantangan Dalam Ekonomi Islam," *Sahmiyya: Jurnal Ekonomi Dan Bisnis* 3, no. 2 (2024): 443–51, <https://e-journal.uingusdur.ac.id/sahmiyya/article/view/8468>.

27 Hanifa, Muhammad Adnan, And Khairul Amri, "Implementasi Etika Bisnis Islam Dalam Operasional Koperasi Pegawai Mahkamah Syar'iyah Di Provinsi Aceh" 9, No. 3 (2024): 153–57.

28 Zulfa et al., "Konsep Maqashid Syariah Dalam Praktik Strategi Pemasaran Tiktok Dengan Landasan Etika Bisnis Islam."

demonstrates that the digitalization of marketing based on halal and thayyib values not only enhances business efficiency but also strengthens the reputation of SMEs in the Muslim market.²⁹

The implementation of Sharia principles is also evident in production and distribution activities. SMEs that adopt Sharia management ensure that production processes are free from haram elements, do not pollute the environment, and treat workers fairly.³⁰ Aisyah, states that Sharia management practices in the digital food and cosmetics sectors include monitoring the quality of raw materials, transparency in the distribution chain, and avoiding usury in business financing.³¹ Furthermore, Putri et al. explain that the principles of justice and trustworthiness are also upheld in the distribution system, where relationships with consumers and business partners are built on mutual respect, openness, and blessings.³²

Thus, the implementation of Islamic business ethics in MSME operations is not limited to moral aspects but also serves as a business sustainability strategy that fosters consumer loyalty, management efficiency, and competitiveness in the era of the halal economy. This ethics promotes the creation of a healthy, responsible, and community-benefit-oriented business ecosystem.

The Impact of Business Ethics on MSME Growth

The application of Islamic business ethics in micro, small, and medium-sized enterprises (MSMEs) has a significant impact on business growth, particularly in terms of building consumer trust. MSME operators who apply Sharia principles such as honesty, trustworthiness, justice, and the prohibition of usury demonstrate superior performance in maintaining their business reputation. Research by Saifuddin, confirms that Sharia principles enhance public trust and serve as the foundation for more efficient and equitable business finance.³³ When consumers feel confident that SME products and services align with Islamic values, loyalty and preference for those products naturally increase.

Furthermore, Islamic business ethics play a role in strengthening business identity and fostering a loyal customer base. Research by Rosyidah & Rofiah, highlights that Sharia ethical principles create a unique and sustainable business character, particularly in Islamic franchise and retail models.³⁴ Muslim consumers tend to have emotional and spiritual attachments to brands that uphold halal-thayyib values and transparency in transactions. Research findings Maulana in the

29 Rosmitha, "Peran Digitalisasi Pemasaran Dalam Peningkatan Daya Saing Dan Sustainability UMKM Kuliner Di Era New Normal Perspektif Etika Bisnis Islam."

30 Nurul Hamidah, Nihayatut Tasliyah, and Sukandi Sukandi, "Implementasi Etika Bisnis Islam Dalam Produksi Di Home Industri Tiga Bintang Kerang-Sukosari-Bondowoso," *Iltizam: Jurnal Ekonomi Dan Keuangan Islam* 1, no. 1 (July 30, 2023): 45–55, <https://doi.org/10.35316/iltizam.v1i1.3491>.

31 Nurul Aisyah, "Penerapan Prinsip Manajemen Syariah Pada Bisnis Digital Di Era Modern," *Journal of Islamic Finance and Economics* 2, no. 2 (2025): 214–25, <https://onlinejournal.penacceleration.com/index.php/fet/article/view/114>.

32 Elissya Lusiana Putri et al., "STRATEGI BISNIS ISLAM DALAM MENINGKATKAN PENJUALAN ISLAMIC BUSINESS STRATEGY IN INCREASING SALES," *Jurnal Intelek Insan Cendikia (JIIC)* 2, no. 5 (2025): 8537–44, <https://jicnusantara.com/index.php/jiic/article/view/3334>.

33 Saifudin and Humairah, "Analisis Penerapan Prinsip Syariah Dan Dampak Terhadap Kinerja Keuangan UMKM," *Jurnal Ilmiah Ekonomi Islam* 11, no. 1 (2025): 198–209, <https://jurnal.stie-aas.ac.id/index.php/jei/article/view/16591>.

34 Eva Rosyidah and Khusniati Rofiah, "Etika Bisnis Islam: Pendekatan Siklus Ekonomi Dan Praktik Bisnis Syariah Dalam Ekspansi Waralaba Industri Retail," *Jurnal Syntax Admiration* 5, no. 5 (May 14, 2024): 1438–54, <https://doi.org/10.46799/jsa.v5i5.1129>.

food sector indicate that applying the principles of trustworthiness and honesty in product distribution fosters consumer loyalty and minimizes conflicts.³⁵ This demonstrates that ethics not only address spiritual aspects but also serve as a strategic tool in building brand equity for SMEs.

Furthermore, Islamic business ethics support the sustainable growth of SMEs. These ethics ensure that businesses are not solely focused on short-term profits but also prioritize blessings, social balance, and environmental responsibility. Research by Luthfy and Mukhlas, demonstrates that SMEs developed using a Sharia-based ethical approach exhibit enhanced competitiveness and stronger operational sustainability compared to conventional SMEs.³⁶ This is also affirmed by Pratiwi et.al, who notes that small businesses that prioritize the principles of honesty and justice tend to survive longer and are better prepared to face market volatility.³⁷

Thus, the application of Islamic business ethics not only fosters moral values in business operations but also plays a crucial role in strengthening sustainable consumer trust. Principles such as honesty, transparency, fairness, and accountability encourage business actors to uphold integrity in every transaction. The trust that is built will lead to increased customer loyalty, as consumers tend to prefer businesses that consistently adhere to ethical standards. Moreover, the implementation of Islamic business ethics helps create a positive image and a strong reputation in the market. In the long term, this contributes to sustainable business growth, enhances competitiveness, and opens wider opportunities for expansion at both local and global levels.

CONCLUSION

Islamic business ethics serve as both a normative and practical foundation for building SME systems rooted in integrity within the halal economy era. Core principles—honesty, trustworthiness, justice, and the prohibition of *riba* and *gharar*—translate spiritual values into measurable business outcomes, improving relationship quality, product credibility, and operational sustainability. As key actors in halal supply chains—especially in food, fashion, and cosmetics—SMEs benefit from these principles through stronger customer trust, loyalty, and brand reputation. Empirical insights indicate that Sharia-compliant practices enhance efficiency and competitiveness in domestic and global markets. Moreover, ethical alignment with *maqāṣid al-syarīʿah* helps SMEs navigate constraints such as certification access, technological limitations, and market literacy gaps while maintaining consistent value-based decision-making across managerial, production, marketing, and distribution processes.

Future SME empowerment strategies should integrate Islamic business ethics as a central pillar of sustainable halal business transformation. Policymakers and stakeholders need to expand access to halal certification, strengthen digital infrastructure, and improve halal market literacy through targeted training and education programs. SMEs should be encouraged to institutionalize ethical principles within governance systems, standard operating procedures, and performance evaluations to ensure consistency and accountability. Additionally, collaboration between government, industry, and Islamic institutions can foster innovation while preserving ethical integrity. Embedding *maqāṣid al-syarīʿah* into strategic planning will help SMEs balance

35 Maulana and Zulfahmi, “Potensi Pengembangan Industri Halal Indonesia Di Tengah Persaingan Halal Global.”

36 Luthfy and Mukhlas, “Etika Bisnis Islam Dalam Ekonomi Digital: Model Pendampingan Usaha Mikro Kecil Menengah (UMKM) Yang Berkelanjutan Di Jawa Barat.”

37 Della Rista Pratiwi et al., “Penerapan Etika Bisnis Syariah Terhadap Keberlanjutan Usaha: Studi Pada UKM Syariah Di Surabaya,” *Jurnal Ekonomika Dan Bisnis Islam* 6, no. 3 (2023): 258–72, <https://doi.org/https://doi.org/10.26740/jekobi.v6n3.p258-272>.

profitability with social responsibility. By systematically aligning ethics with business development, SMEs can achieve long-term sustainability, enhance global competitiveness, and contribute more effectively to the inclusive growth of the halal economy.

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