



Growing Entrepreneurial Awareness of the Importance of Business Ethics through Opinion Writing in Online Media: A Study of Community Service in Kompasiana

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Published online: 16 Juni 2023

ABSTRACT

Business ethics is an important topic in the context of the modern business world. Poor business ethics can contribute to labor oppression, exploitation of natural resources, environmental pollution, and human rights violations. Conversely, good business ethics can build consumer trust and company reputation. The company is also expected to have social responsibility towards the community and the surrounding environment. Writing online about business ethics has the advantage of reaching a wide audience, raising public awareness, and influencing public opinion. Community service activities aim to foster entrepreneurial awareness of the importance of business ethics, encourage attitude and behavior change, inspire discussion and reflection, and build collaboration networks. The method of community service activities involves identifying target groups, studies and research, writing opinion writing, and publication in online media. It is hoped that this activity can have a positive impact and encourage the adoption of better business ethics among the community.

Keywords: Business ethics; online media; public awareness; community service

INTRODUCTION

The issue of business ethics is a very important and relevant topic in the context of the modern business world (Arif, 2020). This is because business has great potential to affect society and the surrounding environment. Poor business ethics can contribute to labor oppression, exploitation of natural resources, environmental pollution, and human rights violations (Weruin, 2019). Therefore, paying attention to business ethics is crucial in achieving sustainable development and maintaining social balance.

Good business ethics can build consumer trust in a brand or company (Arif, 2020). Consumers tend to choose to transact with companies that are considered to have integrity and adhere to ethical principles. Conversely, violations of business ethics can damage a company's reputation and negatively impact relationships with consumers.

Today, companies are not only expected to seek profit, but also have social responsibility towards the community and the surrounding environment (Rahmat, 2017). Business ethics is the foundation in carrying out corporate social responsibility, such as carrying out charitable

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activities, maintaining environmental sustainability, or contributing to community development.

The objectives of this community service activity include:

1. **Spreading Awareness about Business Ethics:** One of the main objectives of this community service activity is to foster public awareness of the importance of business ethics. In this context, opinion writing in online media, such as Kompasiana, becomes an effective tool to convey information and build understanding of ethical business practices to the public.
2. **Encouraging Attitude and Behavior Change:** This community service activity aims to stimulate changes in people's attitudes and behaviors related to business ethics. By providing appropriate and heartfelt information through opinion writing, it is hoped that people can reconsider their actions and decisions in doing business, making business ethics an inseparable principle.
3. **Inspire Discussion and Reflection:** Another purpose of this activity is to generate discussion and reflection on business ethics among the public. By publishing opinion pieces online, it is hoped that there will be interactions between writers and readers that can trigger dialogue, critical thinking, and a deeper understanding of relevant business ethics issues.
4. **Building a Collaboration Network:** This community service activity also aims to build a network of collaboration between writers, readers, and related stakeholders in supporting the spread of business ethics awareness. By presenting opinion writing in online media, space can be created for the exchange of ideas, experiences, and cooperation that can strengthen efforts to make business ethics a culture adopted by many parties.

With these goals, it is hoped that this community service activity can have a positive impact and encourage the adoption of better business ethics among the community.

LITERATURE OR CONCEPTUAL REVIEW

Writing in online media on the topic of business ethics has several advantages and relevance that need to be noted:

- **Wide Reach:** Online media provides broad access for readers from various backgrounds and geographies (Brillianto, 2013). By writing online, messages about business ethics can reach a wider audience, including professionals, academics, entrepreneurs, and the general public.
- **Public Participation:** Online media provides opportunities for greater public participation (Fahresi, 2022). Through comments, sharing articles, or online discussions, readers can contribute to deepening understanding of business ethics issues and building fruitful dialogue.
- **Speed of Information Dissemination:** Online media allows fast and efficient dissemination of information (Nugroho & Irwansyah, 2021). By writing online, issues related to business ethics can quickly reach a wider audience, spark debate, and influence public opinion and business decisions.
- **Increased Awareness:** By writing online about business ethics, you can help raise public awareness about the importance of ethical principles in the business world (Nugroho & Irwansyah, 2021). Your articles can provide real-life views, explanations, and examples that motivate readers to think critically about the impact of ethics in business decision making.

Secara umum, menulis di media online dengan topik etika bisnis menjadi relevan dalam upaya meningkatkan kesadaran, membangun dialog, dan mendorong perubahan positif dalam dunia bisnis (Aflaha & Muslimin, 2020).

RESEARCH DESIGN

The following is a method of community service activities with the title "Growing Entrepreneurial Awareness of the Importance of Business Ethics through Opinion Writing in Online Media: A Study of Community Service in Kompasiana" and with the title "Implementation of Business Ethics as Part of a Business Success Strategy" (Hakiki, 2023):

1. **Target Group Identification:** This method starts by identifying the target group, i.e. the entrepreneurs. This group was chosen because they have an important role in the business world and can influence business decisions and practices in their environment. Entrepreneurs are the main audience intended to raise awareness about the importance of business ethics.
2. **Study and Research:** This stage involves the study and research on business ethics related issues relevant to this context of community service. Through literature analysis, research, and other sources of information, the community service team can gather the data and information needed to build strong arguments in opinion pieces that will be published online.
3. **Opinion Writing:** After understanding issues related to business ethics, the next step is to write opinion writing to be published in online media, especially in Kompasiana. This opinion piece must be well designed, contain strong arguments, and be delivered with good writing in order to attract the attention of entrepreneurs and other readers. In the paper, it is important to present examples of ethical business practices and illustrate the benefits that entrepreneurs can get when they adopt business ethics.
4. **Publication in Online Media:** This stage involves the publication of opinion writings in online media, especially on the Kompasiana platform. Kompasiana is a popular online media platform in Indonesia and can reach a wide audience. Through publication in online media, opinion writing can be easily accessed by entrepreneurs and other readers, so that messages about the importance of business ethics can be spread more effectively.

By using this method, it is hoped that community service activities can successfully foster entrepreneurial awareness of the importance of business ethics through opinion writings published in online media, especially in Kompasiana.

RESULTS

Target Group Identification

The target group of community service activities on the topic of Business Ethics is the general public, devoted to entrepreneurs and entrepreneurs who have a need for insight into Business Ethics.

Study and Research

As material for the content of this opinion paper, studies and research are needed covering the relevance of business ethics, especially in the business world, the basics of ethical theory and business ethics, studies on 10 previous business ethics research (Anindya, 2017; Fauzan & Nuryana, 2014; Hasoloan, 2018; Hazmi et al., 2016; Kristianto, 2010; Kusuma & Fatmawati, 2019; Muslim, 2017; Rahmadania, 2020; Sampurno, 2016; Susandy & Ramdhan, 2015).

Discussion of the literature study is carried out, especially about whether the implementation of business ethics has an impact on the short-term and long-term success of the business being run.

In this paper, there is also a discussion of advice and critical thinking regarding the assumption that companies that do not use the principles of business ethics are actually more successful in the world of tight business competition.

The paper is also accompanied by advice on micro and macroeconomic conditions in Indonesia regarding their relation to the need for adoption of business ethics values in the future, to be able to prevent "high-cost" economic activities.

Opinion Writing

After study and research, the author writes as the final step before the writing is published in online media. The writing is written with the following writing framework: Title, Introduction, Previous Research, Discussion, Conclusions and Suggestions.

Publication in Online Media

The author sends opinion texts on the online media platform Kompasiana as a blog media that opens opportunities for submitting opinions online, accompanied by data on the number of readers, reader reactions in the form of Likes, and also comments from readers.

The screenshot shows a web browser displaying a Kompasiana article. The browser's address bar shows the URL: kompasiana.com/mohsaifulhakiki/6417b0ccd734.... The article is by Moh Saiful Hakiki, a lecturer at Universitas Nahdlatul Ulama Surabaya (UNUSA). The article title is "Implementasi Etika Bisnis sebagai Bagian dari Strategi Keberhasilan Usaha". The article is categorized under "ENTREPRENEUR". The article has 1 like and 0 comments. The article is dated 20 Maret 2023 at 08:03 and was last updated on 24 Maret 2023 at 09:48. The article has 485 views. The article is published on the "Entrepreneur" category page, which also features a sub-article titled "Peluang Usaha Masa Kini, Buket Snack Usaha Unik dan Kreatif".

DISCUSSION

This article explores the significance of ethics in the business world, particularly in light of increasing competition. Ethics plays a crucial role in fostering a harmonious and mutually beneficial coexistence among individuals and groups. The objective of this article is to conduct a literature review that examines the implementation of business ethics within a company's internal business strategy and its impact on the external business environment. The literature review encompasses theories discussed in textbooks as well as research studies focusing on ethics, business ethics, and the ethical practices of companies.

The findings of this study emphasize that the adoption of business ethics is an investment in the long-term advancement of a company. Furthermore, implementing business ethics can yield short-term financial benefits. Internally, incorporating business ethics within a company enhances the quality of its human resources and overall performance. Externally, practicing business ethics can foster stakeholder trust, although it may require time to establish. Going forward, it is imperative to foster greater awareness about business ethics within the Indonesian business environment.

In conclusion, the integration of ethics into the business sphere is vital for sustainable development. Adhering to ethical principles not only promotes harmonious relationships and mutual benefit but also enhances a company's performance and stakeholder trust. As such, businesses should prioritize the implementation of business ethics in their strategies, considering the short-term gains and long-term progress it offers. Additionally, efforts should be made to raise awareness about the significance of business ethics in the Indonesian business landscape, fostering an environment of ethical conduct and responsible business practices..

CONCLUSIONS

Kesimpulan dari kegiatan pengabdian masyarakat di atas adalah sebagai berikut:

- Etika bisnis memiliki peran penting dalam dunia bisnis modern. Etika bisnis yang buruk dapat menyebabkan dampak negatif seperti penindasan tenaga kerja, eksploitasi sumber daya alam, pencemaran lingkungan, dan pelanggaran hak asasi manusia. Oleh karena itu, memperhatikan etika bisnis menjadi krusial dalam mencapai pembangunan yang berkelanjutan dan menjaga keseimbangan sosial.
- Etika bisnis yang baik dapat membangun kepercayaan konsumen terhadap suatu merek atau perusahaan. Konsumen cenderung memilih untuk bertransaksi dengan perusahaan yang dianggap memiliki integritas dan mematuhi prinsip-prinsip etika. Sebaliknya, pelanggaran etika bisnis dapat merusak reputasi perusahaan dan berdampak negatif pada hubungan dengan konsumen.
- Pada dewasa ini, perusahaan juga diharapkan memiliki tanggung jawab sosial terhadap masyarakat dan lingkungan sekitarnya. Etika bisnis menjadi landasan dalam melaksanakan tanggung jawab sosial perusahaan, seperti melakukan kegiatan amal, menjaga keberlanjutan lingkungan, atau berkontribusi pada pengembangan masyarakat.
- Menulis di media online dengan topik etika bisnis memiliki beberapa keuntungan, seperti jangkauan yang luas, partisipasi publik yang lebih besar, kecepatan penyebaran informasi, dan peningkatan kesadaran masyarakat. Melalui tulisan opini di media online, pesan mengenai pentingnya etika bisnis dapat menjangkau audiens yang lebih luas dan mempengaruhi opini publik serta keputusan bisnis.
- Tujuan dari kegiatan pengabdian masyarakat ini adalah untuk menumbuhkan kesadaran entrepreneur akan pentingnya etika bisnis, mendorong perubahan sikap dan perilaku, menginspirasi diskusi dan refleksi, serta membangun jaringan kolaborasi. Dengan tujuan-tujuan

tersebut, diharapkan kegiatan pengabdian masyarakat ini dapat memberikan dampak positif dan mendorong adopsi etika bisnis yang lebih baik di kalangan masyarakat.

- Metode kegiatan pengabdian masyarakat meliputi identifikasi kelompok target, studi dan penelitian, penulisan tulisan opini, dan publikasi di media online. Melalui metode ini, diharapkan kegiatan pengabdian masyarakat dapat berhasil menumbuhkan kesadaran entrepreneur akan pentingnya etika bisnis melalui tulisan opini yang dipublikasikan di media online.

Pengabdian masyarakat ini menggarisbawahi pentingnya etika bisnis dalam dunia bisnis, manfaat menulis di media online untuk menyebarkan kesadaran tentang etika bisnis, serta tujuan dan metode kegiatan pengabdian masyarakat yang bertujuan untuk meningkatkan pemahaman dan adopsi etika bisnis di kalangan entrepreneur dan masyarakat umum.

Acknowledgments

The author would like to thank the Institute for Research and Community Service (LPPM) and Management Study Program, Faculty of Economics, Business and Digital Technology, Nahdlatul Ulama University Surabaya (UNUSA), for supporting this community service activity.

Conflict of Interests

The authors declared that no potential conflicts of interest with respect to the authorship and publication of this article.

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