

## Islamic Business Ethics in Gourami Farming: A Strategic Perspective

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*Abstract:* - This study aims to evaluate whether the business strategies implemented by gourami farmers in Sunyalangu Village, Banyumas Regency, align with Islamic business ethics. The research employs a qualitative descriptive approach, utilizing data gathered from interviews, observations, and documentation. Data analysis involves processes such as data reduction, data presentation, and drawing conclusions. The findings indicate that gourami farmers in Sunyalangu Village adhere to Islamic business ethics by practicing honesty, maintaining a friendly demeanor, safeguarding consumer rights, and refraining from disparaging competitors' businesses.

*Keywords:* Islamic Business Ethics, Gourami Cultivation, Business Strategy.

## 1. Introduction

Humans are commanded to carry out business or business activities to achieve life goals. However, it is not merely material or wealth as the main goal, but a balance between material and spiritual. Business or economic activities are activities in the field of business that meet individual needs, both in the form of production, consumption and distribution aimed at obtaining profits. Businesses that are allowed by Islam are those that generate halal income and blessings. By doing business or entrepreneurship, business actors can get enough income even with just a small business, but can get a fairly large income, even if these entrepreneurs have good business intentions to advance a small business into a big one. with the ability to manage a business, they can get a promising profit from the business.<sup>1</sup>

Therefore, it is obligatory for us as Muslims to also examine the factors of success and business journey achieved by the Prophet Muhammad, one of which is the application of ethics in business that is in line with the Qur'an and Sunnah or can be known as Islamic Business Ethics. The word Islam is a trait for people who practice the teachings of Islam well and correctly according to its teachings. The word Islami gives meaning as an act of reflection or the embodiment of the values of Islamic teachings themselves.

Islamic business ethics is a process and effort to find out the right things regarding poduk, company services with parties interested in the company's demands. The characteristics of business moral standards must be observed; first, conduct that is concerned with serious consequences for human well-being and second, attention to the sufficiently high validity of aid or justice. As a differentiator from non-Islamic businesses, Islamic business is controlled by halal and haram principles, both from the way of acquisition and utilization of wealth, while non-Islamic business is based on secularism that is based on material values and does not pay attention to halal and haram rules in every planning, implementation, and all efforts made in achieving business goals.

In this fierce business competition, the fish farming business is expected to be able to compete with other businesses, especially

gourami farming. One of the fishery commodities that has very good prospects to be developed as fish for consumption. It can be known that fish is not only for household consumption and meets the demand of traders. But it has also become one of the main menus in major restaurants. Gourami is a freshwater fish that has been cultivated commercially by the Indonesian people. Gourami cultivation is very rapidly developing because it can be cultivated on land and limited water sources with high stocking density, for marketing it is relatively easier, and for the capital required is quite relatively low.

In the various obstacles faced in the fisheries sector, especially in gourami commodities, it is hoped that it will not become a scary scourge for cultivators or entrepreneurs engaged in the fisheries sector. However, it can be study or learning in improving the performance, quality, and quantity of fish production gourami. In gourami cultivation in Central Java Regency, every year they receive counseling from the Central Java Regency fisheries office. In Central Java Regency there are various types of gourami cultivators and have different levels of development and problem characteristics. Seeds or seeds are the main factor in cultivating gourami in terms of whether or not gourami is raised in Sunyalangu Village, Banyumas District, Central Java Regency. Good seeds will produce a good harvest of fish. The key in gourami cultivation is to understand the basics of gourami cultivation. This business is growing over time until it becomes one of the most common types of businesses in Sunyalangu Village. The average gourami farmer has been running his business for 10-5 years. The longest business has been established for 10 years or since 2010, while the most recent business has been established for 5 years or since 2010-2016.

The gourami farming business is located in Sunyalangu Village, Banyumas District, Central Java Regency. The village, which has a population of 1897 people, has an area of up to 215 ha. The village is 30 km away from the district. Viewed in terms of topography, the location of Sunyalangu Village is a highland. This area is a tropical climate with 2 seasons,

namely, the rainy season and the dry season with rainfall reaching 2,500.00 mm/month. So that to obtain abundant water sources both from rivers and from drilled wells in this area.<sup>3</sup>

With these environmental conditions, this area is very potential for fishery cultivation activities, both hatchery and enlargement. This is in the provision of facilities and infrastructure such as: electricity sources, transportation facilities, and marketing areas. whether it is in accordance with Islamic rules, because business activities are not only limited to relationships with fellow human beings but a responsibility for human rights before Allah SWT. Therefore, ethics in doing business are very important to be actualized in a business. One of these business ethics is honesty. This is an important point that the Prophet always pointed out, so that he was nicknamed al-amin.

Business development strategies, whether personal businesses, large companies or small-scale businesses, can be done by following simple steps to improve themselves. A business development strategy requires having a vision or idea of what to improve. Then there are the steps that are followed, including measurement, organizing, reducing costs and getting more customers. A business development strategy is a means to move forward from the current situation. It can mean to increase profits, reduce losses, get more customers, expand the market, become more visible in the community, go public or any number of other items that are considered desirable.

With the function of Islamic business ethics, it can create positive and competitive business competition. It is hoped that this Islamic business ethics can be applied in all fields of business without exception for gourami farmers in Sunyalangu Village, which is the subject of this study. This cultivation business is located in Sunyalangu Village, Banyumas District, Central Java Regency. However, in its activities, how is the business strategy of gourami cultivation in Sunyalangu Village seen from the perspective of Islamic business ethics and how to formulate the principles of the strategy.

## 2. Research Result

### Discussion

The term Strategy, by managers, is defined as a large-scale plan that has a long-term orientation to interact with a competitive environment to achieve the company's goals. A strategy is a game plan that will be carried out by the company. A strategy reflects a company's awareness of how, when, and where it competes against whom in the competition and for what purposes a company is competing. Strategy can be defined from at least two different perspectives from the perspective of what an organization will do, and also from the perspective of what it will do. Finally, it is carried out by an organization, whether the action from the beginning has been planned or not.

### The Foundations of Business Strategy in the Qur'an

In the Qur'an, Allah SWT has given rules for humans in running a business, business or business. The rule serves as a barrier so that in running a business there is no default or deprivation of the rights of others. The rules are stated as follows;<sup>5</sup>

*"O you who have believed, will I show you a business that can save you from a painful punishment, (i.e.) believe in Allah and His Messenger and wage jihad in the cause of Allah with your wealth and your soul, it is better for you if you know" (QS As-Saffi, 61:10-11).*

In its manifestation, "business with Allah" includes all activities that are based on the spirit of achieving his pleasure, including activities that accompany business or trade activities (which are in accordance with sharia values).

*"When the prayer has been fulfilled, then you will be scattered on the earth; and seek the bounty of Allah and remember Allah in abundance so that you may be successful" (QS Al-Jumu'ah, 62:10).*

*"Striving to earn halal income is an obligation, in addition to a number of other duties that have been required, (HR. Al-Baihaqi and AT-*

*Tabrani in the chapters al-Shayb  
and Al-Qodha'I from Ibn Mas'ud)*<sup>6</sup>

In addition to the importance of trading positions, Allah SWT and His Messenger also highly value honest and trustworthy traders. In a hadith it is affirmed, "Honest and trustworthy merchants will live with the Prophets, honest people, and martyrs on the Day of Resurrection. The foundation of AL-Hadith is about business strategy.

*"Notice by all of you, in fact in the world of commerce there are nine out of ten doors of wealth". (H>R Ibrahim AL-Harbi, in Gharabul Hadist, Rawi-rawinya Kuat in takhrij Ahaditsu AL-Ihya Ulumuddin No. 1576)*<sup>7</sup>

By knowing the whole about the Islamic economic system, it can be used as a basis for entrepreneurship as carried out by the Prophet PBUH. In addition, it can be used as a benchmark to assess how the Gourami Cultivation Business strategy is in improving the economic level in Sunyalangu Central Java Village.

### **Gourami Cultivation**

Gourami is a freshwater commodity that has great potential to be cultivated. High demand every day makes gourami production continue to increase from year to year. It also meets the demand in various regions. Gourami cultivation centers have sprung up and not a few gourami cultivators have managed to get decent profits from gourami cultivation.<sup>8</sup> The Gospel of Jesus

Gourami cultivation is in great demand by gourami farmers because the market is growing. Local fish farming that is popular with the local community needs to be prioritized if the purpose of the activity is to increase food production and improve the nutrition of the people in the area. Therefore, information about the general biology of local fish to be cultivated is the initial data needed in planning.

### **Islamic Business Ethics**

Islamic business is a series of business activities, both production, distribution and consumption in various forms that are not limited to the number of ownership of property, goods and

services including profits obtained, but are limited to the method of acquisition and utilization known as halal and haram. The Qur'an's concept of business is very comprehensive, the parameters used are not only worldly problems but also the hereafter. What the Qur'an means by a truly successful business is a business that brings benefits to the perpetrator in this life and the hereafter.<sup>10</sup> The Gospel of Jesus Christ

The basics of Islamic economic thought began with demands related to wealth and economy by the prophet Muhammad PBUH when he was in Mecca and continued in Medina. The demands are:

- a) About wealth and its influence on obedience and disobedience.
- b) Invitation to infak and compete in goodness.
- b) work hard (*al-jiddu fi al'-amal*)
- c) Meet the scales, measure straight and keep away from the act of spreading on the earth.
- d) Prohibit usury and encourage zakat.
- e) Mandatory messages in economic demands
- f) Development of natural resources.

The work ethic in Islam needs to be grown. The work ethic is as follows. a. Sincere Intentions For The Sake Of Allah Alone Intention is very important in every activity. The value of our work can be worship or not very much depends on the intention for what we do something for. In a simple sense, human beings will be counted as deeds according to their intentions. The Prophet (peace and blessings of Allaah be upon him)

*"Indeed, all deeds depend on his intention. And indeed, a person will obtain (reward) according to what he intends..."(HR Syaikhain).*<sup>11</sup> The Gospel of Jesus Christ

Intentional intentions are the foundation of every activity we do. Intention only because Allah, will make us aware that Allah SWT is monitoring our work, Allah should be our goal, Everything we get must be grateful, sustenance must be use and spend it in the right way and realize what we get.

Islam commands us to work hard. That is, work earnestly, wholeheartedly, honestly and seek halal wealth in halal ways as well. Such can be categorized as an act of worship. People who work hard are a group of mujahid in the way of Allah. In accordance with the message of the Prophet (peace be upon him). In a hadith narrated

by Imam Ahmad, it means *"Indeed, Allah loves His servants who work and are skilled. Whoever struggles to earn a living for his family, then he is like a mujahid in the way of Allah."* (HR Ahmad) On the other hand, Islam condemns acts of laziness

Table, 1

Profession of Residents Sunyalangu

| No |                | Percentage  |
|----|----------------|-------------|
| 1  | Civil servants | 20%         |
| 2  | Wirasuwasta    | 22%         |
| 3  | Fish farmers   | 28%         |
| 4  | Other workers  | 30%         |
|    | <b>Total</b>   | <b>100%</b> |

Judging from the table above, most of the people of Sunyalangu village work as laborers and fish farmers. Sunyalangu Village is close to Baureno District so that smooth access to transportation and information causes the development of economic activities in the Sunyalangu Village area to develop quite rapidly. 13 The Gospel of Jesus Christ

Sunyalangu Village is one of the villages that is quite developed. One of the business potentials of the Sunyalangu village area is aquaculture activities. Until now, the population that carries out the fishery cultivation business of 20 heads of fishery commodity families that are widely developed are gourami. Community fishery activities in Sunyalangu Village are accommodated in several groups of fish farmers and individuals. With the conditions in this environment, this area has great potential for aquaculture activities, both hatchery and enlargement. This is because in addition to being easy in providing water, it is also supported by the ease of providing facilities and infrastructure like; electricity sources, transportation facilities, and marketing areas.

### Profile of Gourami Farmers in Sunyalangu Village

The gourami cultivation business in Sunyalangu Village, District, Based on the results of interviews in the field, it is known that the gourami cultivation business has existed since 20 years ago. Most gourami farmers start their own businesses. This business is growing over time until it becomes one of the most common types of businesses in Sunyalangu Village. The average gourami farmer has been running his business for >10 years.

For affordable gourami prices in marketing, affordable product prices are the smoothness of selling gourami, because with affordable prices, many consumers will buy gourami in the form of flashes or in retail form per kg. The relatively low price will have an impact on the sustainability of the gourami business from producers, The owner of gourami cultivation in Sunyalangu Village, Banyumas District, Central Java Regency, the location of the enlargement is close to the target market, close to the intended market, this is an advantage that

gourami farmers have in Sunyalangu Village, Banyumas District, Central Java Regency. A strategic location is a cheap distribution cost because it is close to the intended market

The pond used is practical and permanent, making it easier to grow technically. The shape of the pond used makes it very easy when harvesting gourami, this is because the pond is underground and given a rectangular net which makes it very easy for the harvesting process and there is also a pond above the ground and the same rectangular shape with an average size of 4x6 meters, making it easier to drain the pond water.

As is known, the gourami cultivation business in Sunyalangu Village, Banyumas District, Central Java Regency has an average small business scale. So that the capital needed is not too large. Based on the results of the study, it is known that The average business owner uses capital that comes from themselves and from loan capital to run its business. Based on the results of interviews with gourami farmers in Sunyalangu Village, Banyumas District, Central Java Regency, at least Rp 8,000,000, and at most Rp 30,000,000.

### **Gourami Cultivation Business Strategy in Sunyalangu Village, Banyumas District, Central Java Regency**

Based on the results of observations that the researcher has obtained at the research site as explained related to gourami cultivation activities. Thus, we must realize that carrying out business must be with a strategy, we can start from the price and marketing strategy, the fish marketing quality strategy, the strategy of the fish farming business, the promotion strategy in the marketing of the fish farming business, and the marketing business product strategy on fish. Furthermore, we can apply it to gourami farmers in Sunyalangu Village.

### **Gourami Cultivation Business Strategy in Sunyalangu Village, Banyumas Regency**

#### **From the Perspective of Islamic Business Ethics**

Based on the results of observations from the field that have been carried out by researchers,

from the results of interviews conducted by researchers with gourami farmers in Sunyalangu Village, Banyumas District, Central Java Regency about the business strategy of gourami cultivation from the perspective of Islamic business ethics.

Traders will also feel a pleasure in themselves because traders already have potential buyers, little by little traders can make potential buyers as permanent buyers in the place of trading because they feel a comfort in the trader's attitude in trading and they can also invite their friends and neighbors so that there is a sense of wanting to buy where we trade.

From the results of interviews conducted by researchers with gourami farmers in Sunyalangu Village, Banyumas District, Central Java Regency about the business strategy of gourami cultivation from the perspective of Islamic business ethics. gourami farming business actors are in this attitude of working hand in hand not to demonize other people's businesses, because we believe that gourami cultivators, especially in Sunyalangu Village, have their own way to trade or market their fish. If we demonize other people's businesses, it means that we are jealous of business people

Gourami Cultivation Business Strategy in Sunyalangu Village, Banyumas District, Central Java Regency. The strategy used in the gourami farming business in Sunyalangu Village, Banyumas District, Central Java Regency. In my interview with Mr. Muslih, he said that "I do this gourami cultivation solely as a side business, it can also be said to be savings and to seek blessings. So I believe that all activities in gourami cultivation are observed by Allah SWT. In terms of this gourami cultivation strategy, what I press is:

Pricing and marketing strategies. Agar can be successful in marketing a goods and services, on average, every gourami farming entrepreneur here must determine The price per kilo of gourami is accurate and not too expensive and not too cheap according to the surrounding market. Price is the only element of the marketing mix that provides income/opinion for gourami entrepreneurs. In running my business, I always include the intention of worship so that the business I am

This gourami marketing quality strategy is very important. In terms of good quality gourami, consumers will be satisfied with the gourami products that we sell, of course. So gourami entrepreneurs must pay attention to the quality of gourami which is more important, especially in feed, for my own feed I use the feed brand sintas prima feedmill mas for the weight per 30 kg sack costs around 300 thousand, because the protein content is high up to 32% so it is good in the growth of gourami. For alternative feed, I use bran and cassava mas.

Strategy of gourami cultivation business in Sunyalangu Village, Banyumas District, Central Java Regency. For gourami farming entrepreneurs, it must have a strategic place so that consumers can easily buy the gourami.

Promotion Strategy in the marketing of gourami farming business is very important because the existence of promotion will increase buyers' interest in gourami. This gourami cultivation entrepreneur in Sunyalangu Village, Banyumas District, Central Java Regency should keep up with the times, promoting gourami using social media so that this gourami is not only known by the community around Banyumas District. With the promotion through social media, many outside people also see and will buy gourami. Promotion is one of the determining factors for the success of a marketing program for gourami in Sunyalangu Village, Banyumas District, Central Java Regency. With the promotion, it will display gourami products to the market which is targeted to provide information about the specialties of gourami and most importantly about the existence of the product so that it will encourage consumers to buy fish gourami in Sunyalangu Village, Banyumas District, Central Java Regency.<sup>2</sup>

The marketing business product strategy on gourami goes hand in hand with the development of the times, so this gourami is increasingly famous not only in the Banyumas area but in other areas as well.

Thus, we must realize that carrying out business must be with a strategy, we can start from the price and marketing strategy, the fish marketing quality strategy, the strategy of the fish farming

business, the promotion strategy in the marketing of the fish farming business, and the marketing business product strategy on fish. Furthermore, we can apply it to gourami farmers in Sunyalangu Village.

Steps of Gourami Farming Entrepreneurs in Developing Business Strategy Principles in Sunyalangu Village From the results of interviews conducted by researchers with gourami farmers in Sunyalangu Village, Banyumas District, Central Java Regency about the steps of gourami cultivation businessmen:<sup>24</sup>

### **Perfect pool management**

The perfect pool manager starts with the selection of the right location, the selection of location is determined by the conditions of the natural environment and the community environment. The natural environment is mainly about the availability of water, both water quality, the amount of water and its continuity. The community environment is determined by the support of the local community and the government.

### **Selection of gourami seed varieties**

A good type of gourami is one that grows quickly and is resistant to disease, the choice of the type of gourami is determined by the growth and resistance of the gourami to possible diseases, gourami that grow fast is usually not resistant to disease and vice versa that is slow in growth is usually more resistant to disease.

### **Proper feeding**

Proper feeding includes three things, namely the right type, punctual, and the right time. Foods can be differentiated between main meals and meals addition.

### **Good water management**

Good water management includes water supply, water change, and water criteria.

### **Gourami Cultivation Business Strategy in Sunyalangu Village, Banyumas Regency**

From the results of interviews conducted by researchers with gourami farmers in Sunyalangu Village, Banyumas District, Central **Java** Regency about the business strategy of gourami farming from the perspective of Islamic business ethics, the researcher is more focused on:

a. Honest

Honest behavior is an important trait in Islam, even being one of the pillars of the Islamic faith is honesty. Traders or businessmen who like to lie have no value in Islam. Because, honesty is an essential principle in business. So that in running a business or business there must be an honest attitude to a buyer, Because honesty is the key to reaching a higher degree both materially and in the eyes of Allah SWT, not only that honesty is also a major milestone to run a business so that consumers are kept awake to be able to return to us, of course, to increase purchases from before.

A trader should not deceive potential buyers by presenting people who pretend to bid at a high price so that others are interested in buying at that price. Because this way of business, known as najasyi buying and selling, is bidding high prices to deceive other buyers. For example, in a transaction or customer, there is a bidder for an item at a certain price, then there is someone who increases the bargain price, even though he has no intention of buying it. He just wants to raise the price to lure other visitors and to deceive buyers, whether this person is working with the seller or not. People who raise prices, even though they are not interested in buying it, have violated the prohibition of the Prophet .

Thus, we must realize that doing business must be ethical, we can start from ourselves and then we can instill

it in society. By deepening religious teachings and conducting business relationships in accordance with Islamic business ethics that do not harm business partners. And if we have an honest nature in trading, then it is likely that what we are trading has a long lifespan, meaning it will continue to survive and will always be sought after by buyers. This will foster satisfaction in a buyer and have regular customers.

b. Friendly

Being friendly is one of the basic principles that must be shown by a businessman. Friendliness brings the relationship between traders and consumers closer When a trader is able to be friendly to everyone, both to potential buyers and to buyers, the buyer and prospective buyer feel comfortable with what has been sold to the buyer, even when Buyers only ask us about the quality of fish or only just wondering about the price, then we as sellers must still show hospitality as a trader because when traders are friendly, buyers will not feel lazy to just stop by where we trade.

A friendly attitude has been shown by the informant, namely a gourami trader as well as a gourami farmer that" he runs a business in his trade, he always acts friendly so that a buyer does not feel bored to buy at his place of trading even if the buyer just stops by or just wonders because he believes that when we always be friendly to buyers, a buyer likes to stop by to buy or not and the possibility of buyers can also be comfortable to us. And a friendly attitude is an attitude that can soothe the hearts of others because of the friendly attitude like we are the ones who need them (buyers) and not those who need us, for example when someone wants to buy "the fish is it's time to harvest, when do you want to take it?" it is possible that the prospective buyer wants to buy our fish, when we serve the buyer must with a smile the buyer will feel happy. Because the owner of the gourami

farming business has the principle of mutual pleasure between the seller and the buyer and when the prospective buyer does not buy, then we must remain friendly, namely keep smiling and not irritated or angry".<sup>26</sup> The Gospel of Jesus Christ

In the trader's statement, it can be concluded that when a person being friendly in any case, including in trading, will make traders to get customers and buyers feel comfortable to buy at the same place of trade, and it can even be that the buyer one day invites his friends or neighbors to buy goods in that place because a good attitude, namely friendliness, has been done by the seller.

c. Safeguarding consumer rights

Another attitude shown by the Prophet Muhammad PBUH in building consumer trust is to give their rights. Among them is giving the right to know the quality of the goods, as well as the right to cancel the purchase while the transaction is still ongoing. From this hadith, it can be concluded that if someone buys and bargains and does not match the price between the seller and the buyer, the buyer can choose whether to continue the sale or not (as long as they have not separated). When the contract (agreement) of sale and purchase has been executed and payment has occurred, then one of them or both of them has left the contract tent, both of them may not cancel the sale and purchase that has been agreed.

God's mercy is upon those who are kind when he buys, when he sells, and when he makes decisions. So that the attitude of protecting consumer rights has become one of the attitudes shown by a gourami farmer in Sunyalangu Village, Banyumas District, Central Java Regency, this attitude has been shown by a gourami farmer, and the result of his interview is that "running his business by freeing a buyer to exercise the rights of the buyer, when there is a buyer or prospective buyer who will make a purchase on the spot. For example, when there is a buyer who

wants to buy fish, as a seller is free to choose fish because there are big ones and medium ones. As a seller does not have an irritable nature when the buyer chooses fish that suits the buyer's liking, and the seller also allows the buyer to pay for debt, sometimes there is an underpayment because the seller feels sorry for the buyer because he wants the fish for the reason of being a side dish, but from the nature of pity for the buyer causes losses to the seller because there are buyers who are willing to pay for the lack of goods that have been purchased even though they are lacking has been recorded, told to age the shortcomings and various other ways and the seller can only surrender to Allah for the actions of the buyer who is unwilling to pay the shortfall. As a seller, you can only give up the goods that have been purchased without any overall payment or can also be charged with debt".<sup>28</sup> The Gospel of Jesus Christ

From the statement it is stated that the seller is able to protect the rights of consumers because the buyer is satisfied in terms of maintaining the rights of the consumer and the seller serves well, but when the seller provides services to provide debt to the buyer for the goods traded, the buyer relieves what the seller has been relieved just as the buyer does not come to pay the debt even though the debt has been recorded. However, the buyer does not want to pay the debt and from the attitude of the buyer who has this character so that sometimes the seller can only give up what has been owed by the buyer.

The last attitude that I will examine is not to demonize other people's businesses because when a trader does not demonize other people's businesses, the trader becomes a trader who is able to compete healthily, becomes a trader who does not have a reprehensible nature and is profitable for the traders themselves. So that the attitude of not vilifying other people's businesses is an attitude that must exist in a trader and the attitude of not vilifying other

people's businesses that has been shown by gourami cultivators, that "we as gourami cultivation business actors, our attitude is to work hand in hand and not demonize other people's businesses, because we believe that gourami cultivators, especially in Sunyalangu Village, have their own way to trade or market their fish. If we demonize other people's businesses, it is that we are jealous of businessmen."<sup>29</sup> But I also interviewed another fish farmer who had done this. Namely vilifying other people's businesses because he believes that "It is one of the things to get a profit and he believes that the average person must do this in order to lure buyers so that buyers are interested in making a purchase at his place, but does not think about the fate afterwards, namely when he is caught that he has committed sales lies and he is a cultivator who is afraid that his fish will not be sold". Even though this will make buyers who have bought at their place little by little and will eventually run out. Then he realized that vilifying other people's businesses is a despicable trait and Allah never likes someone to vilify other people's businesses and will not get the barokah given by Allah.

### 3. Conclusion

The application of gourami farming business strategy in Islamic business ethics obtained from interviews and observation results can be concluded that the gourami farming business strategy in Sunyalangu Village, Banyumas Regency from the perspective of Islamic business ethics is in accordance with Islamic business ethics, namely by being honest, friendly, protecting consumer rights, and not demonizing other people's businesses.

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