

BUSINESS COMPETITION IN ISLAMIC VIEWS AND RELIGIOUSLY BY CYBERCRIME

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ABSTRACT

In the current era of technology the development of business is progressing so rapidly, even the diverse range of goods and services needed by every human being can be marketed online without the need again hard harder to go to Mall or certain Stores to get these items, making it easier to get the required items and time efficiency.

For a Muslim, the business to be undertaken is in an effort to acquire and develop from property ownership. The treasure earned is a gift set by God. Every soul that has been determined by his own rejek. So it's impossible to be confused and impossible to run anywhere. If it is not the rejek, as hard as we try, we will not get it. Vice versa if it is a determination to be our fortune then he will come by itself. Humans only duty mengiktitiar to pick up fortune with the best. Do business without having to violate the existing norms. And most important is never to fear the lack of fortune or loss of fortune just because of the assumption that the fortune was taken by the other party.

As in QS Al-Mulk: 15

"He it is Who made the earth easy for you, so walk in all his joy and eat some of His livelihood, And only to Him you (again after) resurrected

The belief that the fortune is solely derived from Allah SWT will be the basic force for a Muslim business. This belief will be the foundation of a firm trust in running the business, and will always rely on everything only to Allah SWT. Sehingga business will experience victory in the competition, he will be grateful, and vice versa if you are experiencing failure in business because of the tight competition at this time, he was patient, all the circumstances he will face with a positive attitude without abandoning the principles that have Allah Almighty instructed his servant who do business.

Renewal in the current era of Internet technology in addition to providing benefits and also cause negative things, this is caused by the opening of opportunities for abuse of the technology tersebut. hal this can happen for data and information is done by electronic .In the Internet network the problem of criminality will become increasingly widespread and complex. Computer crime in the business world at this time is rampant, so that requires handling through the concept of views in terms of Islamic Law.

KEYWORDS : Competition, Business, Cyber Crime, profit

BACKGROUND ISSUE

Business is an economic activity, and in general when talking Business things that happen in this activity is buying, buying, exchanging, producing, marketing, with the aim to gain profit. Business actors in

running their business must have a sense of responsibility the responsibility of its customers, employees of shareholders, community and environment in all operational aspect of a Company.

Business is the organized effort of individuals to produce and sell, for a profit, the goods and services that satisfy society's needs. (William M. Pride, et.al., 2012 : 10) the unofficial translation of the following Business is an organized individual effort to produce and sell and profit from the fulfillment of people's needs for goods and services. Another definition of business is

An organization that produces or distributes a goods or service for profit is called a business.(James L. Burrow, et.al., 2008 : 4) his unofficial disposal as follows an organization that produces or distributes goods or services for profit is called a business).

This activity produces goods and services that can be enjoyed by the internal and / or external company, to produce goods and services then the company must be willing to sacrifice a number of resources owned by the company through the process of the system adopted company. The process of converting resources owned by the company into goods and services that are ready to be consumed takes time so on the other hand the company is required to align the time of fulfillment of consumer needs with time to produce goods and services, if this time is not aligned by the company then the goods and services

produced by the company will be difficult marketed and accepted by consumers.

For example, KFC or McDonald is a fast food company and has a rival, Warung Tegal, which provides fast food, if KFC or McDonald can not provide food as quickly as possible to consumers (consumers want to be satisfied hunger) and Warung Tegal invites consumers to take their own food needed then the consumer will choose to buy products Warung Tegal because Warung Tegal successfully meet the desires of consumers who need (the desire is that his hunger can dipuaskakan).

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For a Muslim, the business to be undertaken is in an effort to acquire and develop from property ownership. The treasure earned is a gift set by God. Every soul that has been determined by his own rejek. So it's impossible to be confused and impossible to run anywhere. If it is not the rejek, as hard as we try, we will not get it. Vice versa if it is a determination to be our

fortune then he will come by itself. Humans only duty mengiktitiar to pick up fortune with the best. Do business without having to violate the existing norms. And most important is never to fear the lack of fortune or loss of fortune just because of the assumption that the fortune was taken by the other party. As in QS Al-Mulk: 15 "He it is Who made the earth easy for you, so walk in all his joy and eat some of His livelihood, And only to Him you (again after) resurrected"

The belief that the fortune is solely derived from Allah SWT will be the basic force for a Muslim business. This belief will be the foundation of a firm trust in running the business, and will always rely on everything only to Allah SWT. Sehingga business will experience victory in the competition, he will be grateful, and vice versa if you are experiencing failure in business because of the tight competition at this time, he was patient, all the circumstances he will face with a positive attitude without abandoning the principles that have Allah Almighty instructed his servant who do business.

Islam has commanded every Muslim to have a high work ethic, or so-called hard work, as it has commanded his people, to compete in doing good. With this foundation, the competition will not be

interpreted as an attempt to turn off other competitors, but that will be done precisely to provide the best of the business it runs.

The development of existing businesses in Indonesia has caused negative impacts as well as positive impacts. The realities that occur in today's perpetrators of these businesses behave that deviate from religious teachings. In carrying out its business is very necessary rules and values that regulate the business activities so that no parties who feel harmed both consumers and employees.

Renewal in the current era of Internet technology in addition to providing benefits and also cause negative things, this is caused by the opening of opportunities for abuse of the technology tersebut. hal this can happen for data and information is done by electronic. In the Internet network the problem of criminality will become increasingly widespread and complex. Computer crime in the business world at this time is rampant, so it requires handling through the concept of views in terms of Islamic Law of a business activity, this is because the impact of computer crimes can destroy the business even giant company if there are no signs that the basis and footing of the business, given the current business competition is very tight, this is due to the

orientation of doing business to get the maximum profits.

DISCUSSION

Competition among companies to produce goods and services expected to be in demand by consumers, companies based in the United States is a company that has long won the competition in producing goods and services that are in demand by consumers in this world. However, after the year 2000 emerged companies that could compete with pre-existing companies (generally companies based in the United States and Europe), these new companies came from China and India. The company offers finished goods that have the same specifications and quality as the previously manufactured goods at a much cheaper price.

The success of the competition from Chinese and Indian companies has had a huge impact on China and India's revenues, and it can be proved that the Chinese government's defense budget is almost equal to or even more than the United States government's defense budget. Competition among companies can not be prohibited by any Government unless the company commits a breach of internationally agreed rules (eg, regulations made by the World Trade

Organization / WTO), such regulations are prohibiting trade with dumping politics.

Dumping is the sale of goods abroad with a cheaper price compared to the price of the same goods in the country where the goods are produced, this has been done by the manufacturer of television manufacturers who live in Japan, the price of television made cheaper in America than the price the same television that is sold in Japan. Common sense human prices in exporting countries would be cheaper than the price in export destination countries (importing countries) because one of the reasons the company to export is the price of goods abroad is higher than the price of goods in the country.

To face the competition between each company and win the competition then there are things that must be considered by each company, it consists of:

1. INNOVATION

Innovation is a new and unprecedented invention, innovation is different from change. Change is a more recent development than previous findings. Innovation has a positive effect on the company's survival, for example diesel oil is produced from petroleum derived from animal fossils buried in the ground for

centuries and now there is found bio-diesel produced from palm fruit.

Oil drilling companies such as Cevron, Pertamina, which produces diesel from petroleum processing, will gradually be replaced as a diesel-producing company by companies producing bio-diesel. This is because raw materials that produce bio-diesel can be renewed (palm oil can be repeatedly planted) rejuvenated or rejuvenated) while petroleum can not be renewed or rejuvenated.

Another example is since the discovery of laptops slowly but surely many students, workers who use laptops and no longer use Personal Computer (PC). This change is motivated due to many advantages compared to laptop personal computer (PC), the advantages of which are as follows:

- a. Laptop lighter than personal computer.
- b. Laptop for a while can be used even though the power off while the personal computer can not be used.
- c. Physical laptops are fewer in number (only one) while personal computers are physically more numerous (screen and CPU).

The essence of the above explanation is a company that does not have the innovation and do not want to make innovations on the products that have been produced then

inevitably have to give up market share and or consumers who mastered so far will switch to companies that have innovations in the product and then the company which has many innovations one day can be a single company to produce one of the products because its competitors are closed because it has no innovation.

The reason for the company to continue to innovate is because the demands of consumers, the age of changing times will give a change in the mindset of a positive consumer, this mindset changes such as consumers are eager to lead a practical life so that required products that can support practical life, such as consumers wish to communicate at the time of the trip then required products that support such desires as mobile phones.

1. EFFECTIVENESS

Discussing the effectiveness in the business world rather than talking about the profit or loss experienced by the company in one period, effectiveness rests on accuracy. To achieve this accuracy is the most complicated thing in the business world because the company will formulate how the meeting between different interests, interests are here is the interest of the company as a producer of products and

interests of consumers as users of the product.

The demand for accuracy from the company's point of view is how companies make the right decisions to meet consumer needs as soon as possible, the accuracy here can be seen from several sides:

a. Time

In terms of time, the measure of accuracy consists of:

- 1) When management decides to meet consumer needs.
- 2) When the company starts to produce the required products / ordered by the consumer.
- 3) When the company completes the production process of the required product / ordered by the consumer.
- 4) When the company sends the required product / ordered by the consumer.

a. Product

From the product side, the accuracy measure consists of:

- 1) What products are needed / ordered consumer.
- 2) What product specifications are required / ordered by consumers.
- 3) Whether the product is manufactured is in accordance with product specifications required / ordered consumer.

4) How the product is delivered to the consumer

a. The place

From the side of the place, the measure of accuracy is where the product is in production, whether it is far from the consumer or close to the consumer so the company can set up the factory in the right place.

In addition to meeting the effectiveness of internal companies then the company deemed necessary to know things related to consumers, namely:

- 1) What products consumers need.
- 2) Why the product is needed by the consumer.
- 3) When the product is needed by consumers.
- 4) How the product is consumed by consumers.

The four basic questions mentioned above should be analyzed by the company so that companies can make the right decision to meet the needs of these consumers, when the company can meet the needs of consumers and consumers are satisfied with the product then that's when the effectiveness.

1. EFFICIENCY

Talking about the efficiency of dealing with business competition and / or winning

a business is an action for every company wherever it is, in general efficiency is the maximum benefit derived from the sacrifice to create something. If we associate with the company objectives then the benefits that diperoleh here is profit, as an illustration to show the efficiency we can see the example as follows:

Mr. Rolasniroha is an accounting manager at PT. A has subordinates as many as 10 people, on the other hand Mr. Roman Ganda is an accounting manager also in PT. B has subordinates as many as 15 people. PT. A and PT. B is a company engaged in the same field that is a trading company, at the end of the year the company is required to prepare annual financial statements. Mr. Rolasniroha can arrange financial statements of PT. A for 1 day while Mr Dual Ganda can compile financial statements of PT. B for 1 month.

Based on the above mentioned case study more efficient company is PT. A who can prepare their annual financial report for 1 day by employing and giving salary of 11 people (1 Manager and 10 staff) and inefficient company is PT. B preparing its annual financial report for 1 month by employing and providing salary of 16 people (1 Manager and 15 staff), the core of inefficiency of the above mentioned case study is PT. B issued a greater burden

to employees than the issued PT. A to do the same job.

The efficiency that each company can do is influenced by the following:

- a. Expertise
- b. Technology and Innovation better.
- c. Good organizational structure management.

The relationship of efficiency with business competition is the ability of the company to maintain its business operations by not compromising customer satisfaction, the company's ability to survive can be judged from the financial health of the company.

1. PRODUCTIVITY

Productivity is no less important than innovation, effectiveness and efficiency in dealing with and or winning business competition. Generally productivity is obtained by:

- a. Compare the results (output) obtained with the time required to produce the output.
- b. Compare the results (output) obtained with the resources that are sacrificed to produce the result (output).

The productivity of a company is said to be good is when the company can produce a product at the expense of time and resources are smaller than the same

company, productivity comparison should be done on the same company so that the variables are compared and the results are not misleading.

To achieve company objectives that have been set by the owner and / or managers of the company then the productivity of the company should tend to rise in the next period compared to previous periods, it is intended that the company can be maintained its existence to meet consumer needs, maintain market share and maintain the company's survival.

The relationship of productivity with business competition is the ability of the company to meet the needs of consumers with minimal sacrifice so that the financial health of the company is maintained and can run operations properly.

Among the things that have been set above in the conduct of business, but as religious people in running the business in the era of facing business competition competition is needed The belief that the fortune is solely derived from Allah SWT which will be the basic force for a which is a Muslim business. This belief will be the foundation of a firm trust in running the business, and will always rely on everything only to Allah SWT. Sehingga business will experience victory in the competition, he will be grateful, and vice versa if you are

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Internet network the problem of criminality will become increasingly widespread and complex. Computer crime in the business world at the present time.

CONCLUSION:

In the Internet network the problem of criminality will become more widespread and complex. Computer crime in the business world at this time is rampant, so it requires handling through the concept of views in terms of Islamic Law of a business activity, this is because the impact of computer crime can destroy the business of a giant company if there are no signs that the basis and footing of the business, given the current business competition is very tight, this is due to the orientation of doing business to get the maximum profit.

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