

# Business Ethics Violation on Hit Products in the Practical Ground of PT Megasari Makmur: Halal Perspective Analysis

**Muhtadi. Muhammad Said**

UIN Syarif Hidayatullah Jakarta, Indonesia

\*e-mail: muhtadi.muhtadi22@mhs.uinjkt.ac.id, muhammad@uinjkt.ac.id

## Keywords

*Business Ethics, Code of Conduct  
Violation, Fraud, Social  
Responsibility*

## ABSTRACT

*The rise of cases of violations of business ethics cases, one of which was by PT. Megarsari Makmur who committed an act of violation that had a major impact on consumers because it had endangered consumers by adding two dangerous chemicals and not applying detailed ingredient information on product labels. The research method used is a descriptive qualitative method that utilizes data collection techniques for literature and document studies. PT. Megarsari Makmur is more concerned with personal gain by keeping production costs as low as possible, however, it is detrimental to many parties. The purpose of this research is to examine further about the problem analysis and the solution chosen by PT. Megarsari Makmur based on a review of the halal industry. The chosen form of problem solving is by withdrawing all HIT products that have been spread throughout the market.*

## INTRODUCTION

PT. Megasari Makmur started making mosquito coils in 1996. Because it contains two dangerous ingredients, namely Propoxur and Dichlorvos which can harm humans, mosquito repellent made by PT. Megasari Makmur under the brand HIT was withdrawn from the store. Blood poisoning, nervous system abnormalities, lung problems, liver cancer, and stomach cancer are all caused by these two drugs. LBH Kesehatan reported PT Megarsari Makmur to Polda Metro Jaya on June 11, 2006. The victim, a housekeeper, developed symptoms of poisoning after inhaling HIT mosquito repellent, including nausea, dizziness, and vomiting.

Companies are required to meet several predetermined conditions including, implementing a work environment code of ethics. The code of ethics is implemented in the work environment with the aim that it can be used as an indicator for the company when carrying out business activities. The application of the code of ethics in each company aims to be used as an indicator for all parties in the company when making a small or big decision. Through the implementation of the code of ethics in the work environment will have a major impact on the company's reputation. This shows that the increasing protection and lawsuits so that it will create security (Yulianto, 2021) for the parties involved. The main topic today, which is rife is about ethics in doing business that violates regulations (Schwartz, 2001). Many business parties still use previous theories (Ohly & Schmitt, 2015). The purpose of the government to create regulations related to ethics in doing business is because of the rampant parties who violate business ethics and violate the moral aspects that have been set.

One example is PT Megasari Makmur is a company that is quite well known by the public with its products that function to eradicate mosquitoes and is often labeled as the "Hit" brand. It is known that, PT Megasari Makmur was declared to have violated business ethics.

Problems are present, starting with cases of violations of business ethics among the community that are contrary to established ethical regulations. Thus, leaders and parties involved in a business need to obey well the rules and regulations that have been created so that companies can embrace their respective religious

beliefs that are oriented towards good values and truth values seen through the substance of learning provided in order to see values that are in accordance with ethics.

The greatest control in a company's success comes from the influence exerted by a leader. It depends on the qualities possessed by the leader (Paglis & Green, 2002). Conversely, if the quality possessed by the leader is bad, then ethical things will have a major influence on the stability of the company (Parry & Proctor-Thomson, 2002). One of the characteristics that signifies the quality of a leader can be seen through the level of integrity he has. Leaders who have a high level of integrity can be seen through the way they lead and behave in a day-to-day manner while running their business (Singh, 2008). There are several obstacles that are often found in the business world for leaders, especially ethical violations in business. (Oakley, 2000)

Ethics has a close relationship with things that are often done before, including oneself and other parties, especially in the community (Chambers & Kopstein, 2001). Ethics has relevance to the values of implementing a well-managed living system so that there are several rules and habits of life that need to be set beforehand in order to get good life habits.

As sources of Islamic law, the Qur'an and Hadith unequivocally state that there are guidelines on what is halal and what is haram for Muslims. (Algaoud & Lewis, 2007) There are some foods, medicines, and cosmetics that are halal, but not all of them are halal to use or consume. Similar questions revolve around whether genetic engineering, biological chemical products, and/or other goods are halal or haram. Muslims should always eat halal food and buy halal goods, according to the Qur'an and Hadith. (Firdiansyah, Rosidi, & Iman, 2021)

On the other hand, dirty food will encourage negative behavior (Todd et al., 2010). Thus, to create a domestic halal product business that significantly advances moral formation, an adequate approach is needed. The demand for halal products is influenced by the halal lifestyle of the growing global community. Many countries focus on the business of selling halal goods, where the halal standards of goods are modified to comply with Islamic law (Asa, 2019). Although the business of halal products is growing in industrialized countries, the food spending and consumption patterns of other countries have also been modified to meet halal requirements.

Halal is becoming more than just a religious issue. Halal is a well-recognized emblem in the world community that represents high standards of quality and personal preferences (Abdullah & Abdul Razak, 2020). Because halal-certified goods can bring considerable profits to producers in the marketplace. Manufacturers and traders in this situation use halal certificates and emblems to inform and assure customers that their goods are of superior quality and allowed to be eaten in accordance with religious guidelines. In essence, halal goods serve to build a moral and prosperous society. Halal is very important because what we eat affects how we behave. One example that needs to be considered in behaving is about ethics in business.

Indonesian people are very familiar with mosquito repellent products called "Hit", this is because the mosquito repellent product has a fairly low selling value when compared to other prices. However, due to the violation of business ethics committed by PT Megasari Makmur, it had a big impact because there was a brand withdrawal from public circulation because mosquito repellent "Hit" has active substances propoxur and dichlorvos which are one form of pesticide. Both are substances that are harmful to the health of the human body, one of the major impacts that can be experienced by humans when breathing too much air mixed with HIT, is disruption of the respiratory system and worse can cause poisoning.

## **METHODS**

The research method used is descriptive qualitative research. It is a study oriented towards a composition of Research Procedures that produce data with descriptive characteristics because it contains the substance of written or spoken words based on observed behavior or atmosphere. Basically, descriptive qualitative methods establish an opinion that is then sought for relevance to researchers and informants. The main reason this research was conducted using a form of descriptive qualitative research is because the analysis is not in the form of a number and this research is relevant to a description of phenomena to be clearly illustrated.

The data collection technique used is library research. The data taken to support this research is using primary data obtained through library research containing studies of violations of business ethics. Meanwhile, the data collection used is a document technique, data obtained through a literature review in which there are relevant documents on the research material to be carried out in the form of journal documents, scientific articles, newspapers, and other literature that can support the process of finding data related to articles to be created. The data obtained by the author will be collected and then re-selected to be used as the main data in the discussion.

RESULTS

1. Problems of PT Megasari Makmur's Business Ethics Violations on HIT Products



Figure 1. Characteristics of Business Ethics  
(Source: kompas.com)

In figure 1. Shows some characteristics of business ethics that need to be possessed by a company that is doing business. However, basically there are still several cases of violations of business ethics committed by companies to achieve personal gain. One of them is a violation of business ethics committed by PT. Megasari Makmur commits actions that have negative connotations because they harm many parties. The adverse behavior carried out by the company is to include two harmful substances in their products, which can cause health losses to consumers when inhaling their products. Cases of violations committed by PT. Megasari Makmur is not the first time, but this is the second case.



Figure 2. HIT products are still sold in the market.  
(Source: detik finance)

There are several sources that state that requests or recalls for companies that violate business ethics have been very often done and are a cliché problem solving. This is because the product recall is not carried out seriously by PT. Megasari Makmur. There are still many HIT mosquito repellent products created by them on the market. The main topic today, which is rife is about ethics in doing business that violates regulations. Many business parties still use previous theories. The purpose of the government to create regulations related to ethics in doing business is because of the rampant parties who violate business ethics and violate the moral aspects that have been set. One example is PT Megasari Makmur is a company that is quite well known by the public with its products that function to eradicate mosquitoes and is often labeled as the "Hit" brand. It is known that, PT Megasari Makmur was declared to have violated business ethics.

One of the violations of business ethics committed by PT. Megasari Makmur is a violation of the principle of honesty. The company does not give specific warnings to customers about its products that have a higher level of health hazard. In addition, the use of HIT mosquito repellent has a special way of use, namely by spraying a room using HIT mosquito repellent, then it needs to be left for approximately 30 minutes before the room can be used by humans. This is one of the losses obtained by customers because the company does not write in detail about health warnings and the use of products that can endanger the health of users.

When you want to get a profit, it is allowed on condition that it does not provide losses to any party. The Company maintains absolute guilt for not including and giving special warnings to customers regarding how to use products that can endanger the safety of consumers. In addition to violations of the principle of honesty, PT. Megarsari Makmur was declared to violate the principles of good intentions and evil intentions because the behavior inscribed by the company is a form of malicious behavior towards consumers because it is more concerned with personal gain, even though these profits cause great losses to other parties.

### **Problem Analysis**

Analysis of problems in cases of violations of business ethics committed by PT. Megarsari Makmur is oriented towards responsibility for the company's actions that are burdened with all parties within the company. Modern companies have a principle that is oriented towards mutual accountability by the parties involved in the work environment. However, the traditional view shows that parties under the auspices of a company that consciously violate business ethics need to be held accountable for these actions in accordance with the morality of the parties involved.

Critics express the traditional problem-solving view that, if a group of organizations commit a joint violation of business ethics, it is considered a group action that needs to be held accountable together. Group actions are not individual actions, so if PT. Megarsari Makmur has violated business ethics, so all parties involved and cooperating with the company need to participate in being accountable for the actions taken.

The traditionalists persist in their arguments and argue with critics that an action taken together without awareness is not a group action. The employees of the company cannot say clearly that the act of violation committed is one of the actions committed by the employees because, employees do unknowingly to pursue the company's goals. The desire of the traditional people is in the form of individual accountability for the company involved alone without burdening employees. This is in accordance with the reflection on the principle of working bureaucratic structures of large organizations that do not need to participate morally responsible for violations of business ethics committed by the company.

Accountability is carried out by the parties involved only because the employees do their work based on factors of ignorance and incompetence and only have to alleviate and uphold the company's goals. Thus, ignorance and incompetence can eliminate the moral responsibility that these parties need to fulfill.

Business ethics is one of the studies that studies the moral right and wrong when conducting business activities. The study of business ethics is oriented towards moral standards that need to be set through policies in every company and business people. Basically, learning business ethics is one study that is in accordance with formal standards and requires implementation of standards that have been applied to the company's system. An implementation of formal standards that have been established in accordance with business ethics to regulate and distribute business management to the company.

Based on cases of violations of business ethics committed by PT. Megarsari Makmur shows that large companies are brave in taking fraudulent actions that can harm many parties and only take personal advantage by reducing product production costs. PT. Megarsari Makmur prioritizes personal profit by reducing production costs to a minimum in order to get large profits, even though it will have a big impact on the health of consumers because letting consumers use their products is not according to the required standards. The act of fraud carried out is in the form of, deliberately adding dichlorovos substances that have the aim of killing insects, but these substances can have a very large impact on human health. If dichlorovos substances are inhaled by humans, it can interfere with health, especially in the respiratory tract which can cause liver cancer.

### **In accordance with research conducted by Muhammad Fabio and Liya Sukmah, (2022),**

Stated that the products sold by PT Megarsari Makmur contain chemicals that are harmful to the human body because they use active ingredients Propoxur and Dichlorvos which can cause health problems in humans. The product also contains elements of fraud because the chemicals are not known by consumers and businesses, and contain elements that can be considered fraud. In accordance with Article 8 paragraph 4 of the UUPK, Article 19 (1, 2, and 3), and Article 62 paragraph 1 of the Law, PT Megasari Makmur is subject to fines, including confinement and must compensate customers. The punishment given according to Islamic law is the punishment of ta'zir which is a punishment for fraudsters in Islamic law.

Cliché actions performed by PT. Megarsari Makmur who made a statement apologizing to all consumers for producing a product that can be detrimental to health and the company should prioritize consumer health to the adverse effects that will be received if using HIT products in the long run.

### **Violation of Business Ethics of PT Megasari Makmur in Islamic Business Ethics Review**

The halal industry involves processing goods in accordance with the promises of sharia, ensuring the goods it produces are good (thayib), healthy, safe, and harmless, making them halal for consumption, enjoyment, or utilization. The concept of halal includes safety and quality factors related to processing,

handling, equipment used, storage, packing, transportation, and distribution as well as avoiding ingredients that are prohibited for consumption (haram). Halal is considered an idea of comprehensive quality rather than just a religious idea.

A significant opportunity to support the growth of the domestic halal product business is the large enough halal goods market both domestically and internationally. With a Muslim majority, Indonesia is becoming a force in reviving the halal goods business. The large potential of the local market will be a strong driver for the halal product sector. In addition, Indonesia benefits from moderate religious views and peaceful interreligious relations, which strengthen Indonesia's growing trade in goods.

There is a constitutional right of all citizens that the state guarantee their freedom to practice their religion. As a result of this guarantee, products consumed by the wider community need to be protected by law and must be guaranteed to be halal in accordance with Sharia. This applies to food and beverages, drugs, cosmetics, biological chemicals, and genetically modified products. Increasing public knowledge about the consumption of halal goods is a sign of increasing religious awareness in the community. The promotion of halal product assurance should be coordinated with initiatives to improve government services for protection and guidance.

These rights are inalienable for any person who is a subject or consumer. (Schwarzkopf, 2011) Customers need to be treated like subjects. The government must oversee the protection process and provide legal protection for the rights, interests, and safety of subjects. Sellers, distributors, and manufacturers must all have a moral obligation to protect consumers. (Gupta & Hodges, 2012) This is worth careful consideration because, if a customer incurs a loss, producers, distributors, and sellers must assume responsibility—responsibility that comes not only from legal considerations but also from social and moral considerations.

The safeguarding of the constitutional rights of the 1945 Constitution includes the protection of halal products for the Muslim population of Indonesia. Regulations governing the implementation of halal product assurance in our country will be a force that can advance the domestic halal product market once it is in place. In this case, Irman Putra Sidin (2014) underlined that the ability of the Muslim community to get halal product guarantees is a force in the growth of the halal product market. The Halal Product Assurance Law is a tool that supports the use of halal product assurance by the Muslim community. To ensure public access to halal products for the benefit of their physical and spiritual welfare, the government believes that the Halal Product Assurance Law is the solution. The public will be protected from products that are unhealthy or do not meet halal qualifications because they can endanger the health condition of the body.

Based on cases of violations of business ethics committed by PT. Megarsari Makmur shows that large companies are brave in taking fraudulent actions that can harm many parties and only take personal advantage by reducing product production costs. PT. Megarsari Makmur prioritizes personal profit by reducing production costs to a minimum in order to get large profits, even though it will have a big impact on the health of consumers because letting consumers use their products is not according to the required standards. The act of fraud carried out is in the form of, deliberately adding dichlorovos substances that have the aim of killing insects, but these substances can have a very large impact on human health. If dichlorovos substances are inhaled by humans, it can interfere with health, especially in the respiratory tract which can cause liver cancer.

According to Islamic business ethics, commercial obligations are enforced or violated, the outcome of which should consider a number of factors that affect not only the people involved consumers and business people, but also the community and religion as a whole. Business ethics is practiced through social responsibility, which includes everything from environmental preservation from pollution risk to the creation and distribution of goods and services. Business actors must also pay attention to the long-term survival of humans and the overall environmental benefits in addition to their direct responsibility to satisfy customer desires.

When viewed from the perspective of Islamic law, the problem that befell PT Megasari Makmur is a violation of Islamic business ethics, it is in accordance with a legal principle derived from a hadith which means "There should be no harm (loss) and harm (*harm*) in *Islam*" (HR. Ahmad, Ibn Majah, al-Hakim, al-Daruquthni from Abu Sa'aid al-Khudhri). The truth and veracity of information when a business advertises his merchandise occupies a substantial topic in Islamic jurisprudence. Islam does not accept the idea that consumers should be cautious or that business people should be careful. The idea of balance prevails in Islam. Here, consumers and corporate actors alike need to be careful.

In Islam, there is no time-based accountability for any activity that can harm one party. Liability remains as long as the alleged party is responsible for the losses suffered in order to uphold the prevailing ideal of balance. According to Najmuddin (2007), the following principles of Islamic law apply to business actors: tawhid, justice (al'adl), amar ma'rûf nahiy munkar, independence or freedom (al-Hurriyah), al-Ta'awwun (helping one another), and tolerance. Since acts have common and unique aspects, they are referred to as criminal acts.

Rules prohibiting trade or fraud also apply to criminal acts of fraud involving the use of hazardous chemicals in products containing harmful elements (Manning & Soon, 2016)). However, many businesses add harmful chemicals to their products to increase their profits. While certain components hide shortcomings and risks for customers. Therefore, it is haram to use, consume, or consume foods or products that are harmful to the body because they can harm organs.

Given that the products sold in this case contain chemicals that harm human health and also contain elements of fraud because both business actors and the public do not know the existence of these chemicals, it is clear that the goods sold are misused. Despite being extremely dangerous and even harmful to consumers, harmful substances are still used in many products. Then the punishment of ta'zir is the punishment for fraudsters. Since there is no strict nash in the Qur'an and Hadith, ta'zir is an educational punishment for offenses whose punishment has not been prescribed by the government.

### **Types of Business Ethics Violations**

Types of violations of business ethics committed by PT. Megarsari Makmur regarding the actions that are not commendable because they have added harmful substances in the mixture of its products that can endanger the health of consumers. Types of violations committed by PT. Megarsari Makmur is an act of violation that cannot be tolerated because it has a big impact and loss on its consumers. In addition to adding two hazardous substances, other violations of business ethics were also committed by PT. Megarsari Makmur because it does not include detailed product information related to the ingredients in HIT products.

Thus, it can be stated that PT. Megarsari Makmur has violated many regulations and needs to be followed up by being subject to layered articles. In accordance with the stipulation of regulations in the Constitution, PT. Megarsari Makmur obtained several equal answers to Article 4 regarding consumer rights, Article 7 regarding the obligations of business actors, Article 8 concerning the prohibition of entrepreneurs from violating raw material standards and Article 19 concerning entrepreneurs who must be compensated for their wrong actions.

Looking at the case reviews that have been presented regarding violations of business ethics principles committed by PT Megarsari Makmur shows that it is important to implement related to business ethics principles, namely honesty ethics so that companies can provide product content information clearly and honestly. The main purpose of the implemented principle is so that companies can prioritize consumer safety when using their products.

### **Problem Solving conducted by PT. Megarsari Makmur and Government Action**

The manufacturer (PT. Megasari Makmur) undertakes to withdraw all HIT products that have been marketed. Although at first, HIT products were still widely found in the market due to the lack of responsibility given by PT. Megarsari Makmur, but in some time the product was completely withdrawn because PT. Megarsari Makmur applied for a re-permit related to the production of HIT Aerosol products that are free from harmful substances. Utilitarianism can be understood as activities carried out by a company that can have a major influence on consumers and society. Thus, Utilitarianism is oriented towards business actions that produce things that have positive connotations and are beneficial to society and consumers. However, Utilitarianism is not applied to PT. Megarsari Makmur because it carries out activities that can harm the community and consumers.

The formula of the new HIT product is declared perfect because it is free from harmful chemicals that can have a big impact on the health of consumers. This is in accordance with the permit granted by the government to PT. Megarsari Makmur which passed the test and obtained N0 permit. RI. 2543/9-2006/S. After that, the health department participated in issuing permits granted to HIT products with new formulations as a form of approval for product distribution throughout Indonesia. Here is a form of the new formula of HIT products with a new design that reads "New Generation".



Figure 3. New design of HIT products  
(Sumber: detik finance).

### The relationship between the cases of PT. Megarsari Prospers with Islamic Business Ethics

Business Ethics Utilitarian Approach. PT. Megarsari Makmur has violated its approach, due to actions taken by PT. Megarsari Makmur has a big impact on consumers because it has endangered consumers by adding two harmful chemicals and not applying detailed ingredient information on product labels. PT. Megarsari Makmur is more concerned with personal benefits by reducing production costs as low as possible, however, harming many parties. Another relationship of the case of PT. Megarsari Makmur with business ethics, namely on the principle of business ethics, violations of the principle of honesty and the principle of good intentions and evil intentions committed by PT. Megarsari Makmur. Types of violations of business ethics committed by PT. Megarsari Makmur regarding the actions that are not commendable because they have added harmful substances in the mixture of its products that can endanger the health of consumers. Types of violations committed by PT. Megarsari Makmur is an act of violation that cannot be tolerated because it has a big impact and loss on its consumers. In addition to adding two hazardous substances, other violations of business ethics were also committed by PT. Megarsari Makmur because it does not include detailed product information related to the ingredients in HIT products.

Thus, it can be stated that PT. Megarsari Makmur has violated many regulations and needs to be followed up by being subject to layered articles. In accordance with the stipulation of regulations in the Constitution, PT. Megarsari Makmur obtained several equal answers to Article 4 regarding consumer rights, Article 7 regarding the obligations of business actors, Article 8 concerning the prohibition of entrepreneurs from violating raw material standards and Article 19 concerning entrepreneurs who must be compensated for their wrong actions. According to Islamic business ethics, commercial obligations are enforced or violated, the outcome of which should consider a number of factors that affect not only the people involved consumers and business people, but also the community and religion as a whole. Business ethics is practiced through social responsibility, which includes everything from environmental preservation from pollution risk to the creation and distribution of goods and services. Business actors must also pay attention to the long-term survival of humans and the overall environmental benefits in addition to their direct responsibility to satisfy customer desires. Rules prohibiting trade or fraud also apply to criminal acts of fraud involving the use of hazardous chemicals in products containing harmful elements. However, many businesses add harmful chemicals to their products to increase their profits. While certain components hide shortcomings and risks for customers. Therefore, it is haram to use, consume, or consume foods or products that are harmful to the body because they can harm organs. Given that the products sold in this case contain chemicals that harm human health and also contain elements of fraud because both business actors and the public do not know the existence of these chemicals, it is clear that the goods sold are misused.

### CONCLUSION

Based on the case that has been attached earlier, it can be concluded that violations of business ethics can have a huge impact on the competitiveness of increasingly weak industrial results in the international market. Thus, there needs to be special attention given by entrepreneurs so as not to underestimate business ethics in general. The presence of problems regarding the many violations committed by entrepreneurs related to violations of business ethics has a great influence on the concerns of the parties involved. The great influence exerted is not only on society, but affects the national economic order. Thus, if violations of business ethics continue to be carried out without regard to ethical values, it will destroy the businessman and his country because it is related to the national economic order.

When viewed from the perspective of Islamic law, the problem that befell PT Megasari Makmur is a violation of Islamic business ethics, it is in accordance with a legal principle derived from a hadith which means "There should be no harm (loss) and harm (harm) in Islam" (HR. Ahmad, Ibn Majah, al-Hakim, al-Daruquthni from Abu Sa'aid al-Khudhri). The truth and veracity of information when a business advertises his merchandise occupies a substantial topic in Islamic jurisprudence. Given that the products sold in this case contain chemicals that harm human health and also contain elements of fraud because both business actors and the public do not know the existence of these chemicals, it is clear that the goods sold are misused. Hidden. Despite being extremely dangerous and even harmful to consumers, harmful substances are still used in many products. Then the punishment of ta'zir is the punishment for fraudsters. Since there is no strict nash in the Qur'an and Hadith, ta'zir is an educational punishment for offenses whose punishment has not been prescribed by the government. Types of violations of business ethics committed by PT. Megasari Makmur regarding the actions that are not commendable because they have added harmful substances in the mixture of its products that can endanger the health of consumers. This type of violation is an act of violation that cannot be tolerated because it has a large impact and loss on its consumers. Utilitarianism can be understood as activities carried out by a company that can have a major influence on consumers and society. Thus, Utilitarianism is oriented towards business actions that produce things that have positive connotations and are beneficial to society and consumers. However, Utilitarianism is not applied to PT. Megasari Makmur because it carries out activities that can harm the community and consumers. In addition to adding two hazardous substances, other violations of business ethics were also committed by PT. Megasari Makmur because it does not include detailed product information related to the ingredients in HIT products. Problem solving chosen by PT. Megasari Makmur is the producer (PT. Megasari Makmur) undertakes to withdraw all HIT products that have been marketed.

The contribution of this paper is to further examine the problem analysis and the solution method chosen by PT. Megasari Makmur based on halal industry review. Limitations or limitations in this study are contained in the discussion of two hazardous substances that exist in violations of business ethics committed by PT. Megasari Makmur because it does not include detailed product information related to the ingredients in HIT products. Researchers realize that in a study there are many obstacles, one of the factors that become an obstacle in this study is that there is no detailed product information related to the content in HIT products. Meanwhile, the recommendation given by the author to develop this paper is by reviewing the steps taken by PT. Megasari Makmur after a violation of the principle of honesty. This is evidenced by not giving special warnings to customers about their products that have a higher level of health hazards. Therefore, further research is needed that discusses how the steps taken by PT. Megasari Makmur after a violation of the principle of honesty which made a statement of apology to all consumers for producing a product that can be detrimental to health and the company should prioritize consumer health to the adverse effects that will be received if using HIT products in the long run.

## REFERENCES

- Abdullah, Rose, & Abdul Razak, Lutfi. (2020). The effect of halal foods awareness on purchase decision with religiosity as a moderating variable: A study among university students in Brunei Darussalam. *Journal of Islamic Marketing*, 11(5), 1091–1104.
- Algaoud, Latifa M., & Lewis, Mervyn K. (2007). Islamic critique of conventional financing. *Handbook of Islamic Banking*, 38.
- Asa, Rokshana Shirin. (2019). An overview of the developments of Halal certification laws in Malaysia, Singapore, Brunei and Indonesia. *Jurnal Syariah*, 27(1), 173–200.
- Chambers, Simone, & Kopstein, Jeffrey. (2001). Bad civil society. *Political Theory*, 29(6), 837–865.
- Firdiansyah, Fitra Azkiya, Rosidi, Achmad, & Iman, Aldi Khusmufa Nur. (2021). Implementation Of Green Supply Chain Management In Halal Supply Chain Management-A Conceptual Model. *ISLAMICONOMIC: Jurnal Ekonomi Islam*, 12(1).
- Gupta, Megha, & Hodges, Nancy. (2012). Corporate social responsibility in the apparel industry: An exploration of Indian consumers' perceptions and expectations. *Journal of Fashion Marketing and Management: An International Journal*.
- Manning, Louise, & Soon, Jan Mei. (2016). Food safety, food fraud, and food defense: a fast evolving literature. *Journal of Food Science*, 81(4), R823–R834.
- Oakley, Judith G. (2000). Gender-based barriers to senior management positions: Understanding the scarcity of female CEOs. *Journal of Business Ethics*, 27, 321–334.
- Ohly, Sandra, & Schmitt, Antje. (2015). What makes us enthusiastic, angry, feeling at rest or worried? Development and validation of an affective work events taxonomy using concept mapping methodology. *Journal of Business and Psychology*, 30, 15–35.
- Paglis, Laura L., & Green, Stephen G. (2002). Leadership self-efficacy and managers' motivation for leading change. *Journal of Organizational Behavior: The International Journal of Industrial, Occupational and*



- Organizational Psychology and Behavior*, 23(2), 215–235.
- Parry, Ken W., & Proctor-Thomson, Sarah B. (2002). Perceived integrity of transformational leaders in organisational settings. *Journal of Business Ethics*, 35, 75–96.
- Schwartz, Mark. (2001). The nature of the relationship between corporate codes of ethics and behaviour. *Journal of Business Ethics*, 32, 247–262.
- Schwarzkopf, Stefan. (2011). The political theology of consumer sovereignty: towards an ontology of consumer society. *Theory, Culture & Society*, 28(3), 106–129.
- Singh, Jagmeet. (2008). Impostors masquerading as leaders: Can the contagion be contained? *Journal of Business Ethics*, 82(3), 733–745.
- Todd, Ewen C. D., Greig, Judy D., Michaels, Barry S., Bartleson, Charles A., Smith, Debra, & Holah, John. (2010). Outbreaks where food workers have been implicated in the spread of foodborne disease. Part 11. Use of antiseptics and sanitizers in community settings and issues of hand hygiene compliance in health care and food industries. *Journal of Food Protection*, 73(12), 2306–2320.
- Yulianto, Kampono Imam. (2021). Factors that influence on audit delay (case study on LQ-45 company listed on the Indonesia Stock Exchange 2016-2019). *Journal of Economics and Business Letters*, 1(3), 9–17.