

BUSINESS SYSTEM ANALYSIS BASED ON MULTI LEVEL MARKETING IN THE PERPSECTIVE OF ISLAMIC BUSINESS ETHICS

(CASE STUDY: PT. VERITRA SENTOSA INTERNATIONAL)

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ABSTRAK

Telah hadir berbagai aplikasi online yang bisa digunakan untuk melakukan pembayaran online, salah-satunya adalah Paytren. Aplikasi yang diluncurkan oleh perusahaan Treni ini menerapkan sistem MLM dalam bisnisnya. Saat ini, telah banyak perusahaan MLM gadungan yang melenceng dari etika bisnis. Sedangkan dalam Islam, penerapan etika bisnis Islami adalah wajib. Penelitian ini bertujuan untuk mengetahui sistem bisnis berbasis MLM dan bagaimana perspektif etika bisnis Islam terhadap sistem bisnis berbasis MLM yang dijalankan oleh perusahaan PT. Veritra Sentosa Internasional. Penelitian ini merupakan penelitian lapangan atau penelitian kasus dengan metode kualitatif. Dengan sumber data dibagi menjadi dua, data primer dan data sekunder. Data primer didapat dari wawancara, observasi dan dokumentasi. Sedangkan data sekunder didapat dari buku, jurnal dan sumber lainnya yang terkait dengan penelitian. Penelitian ini bisa memberikan kesimpulan bahwa perusahaan Treni merupakan perusahaan yang menjual lisensi penggunaan aplikasi dengan tujuan untuk memenuhi kebutuhan masyarakat, mulai dari pembelian kebutuhan sehari-hari hingga pembayaran-pembayaran kewajiban bulanan. Aplikasi Paytren bisa digunakan di segala jenis smartphome dan andriod, khususnya Android dan iOS. Mitra mendapatkan komisi dari penjualan lisensi kepada mitra yang disponsori dari transaksi yang dilakukan oleh mitra tersebut dan oleh mitra dibawah sponsor mitra pertama. Sedangkan untuk penerapan etika bisnis Islam, Paytren telah menerapkan etika bisnis Islam dalam bisnisnya. Hal ini diketahui dengan telah diterapkannya nilai dasar etika bisnis Islam, yaitu Tauhid, Khilafah, Ibadah, Tazkiyah dan Ihsan.

Kata kunci: Bisnis, MLM, Etika Islam

INTRODUCTION

The modernization of life makes the entire human population of the world felt to be closer. Communications tool which progressively expand is the root cause. The

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development has been wide of ages which only using letters, then evolved into the Telegraph, telephone, telegram, mail elektronik or e-mail, and finally get to a mobile phone.² Nowadays, mobile phone had turned into a smartphone, even its development has reached the fourth generation (4G) and will become the fifth generation (5G) at the end of the year.³ The development of course gave more comprehensive solution where the sound, data and multimedia line communicable to the user, everytime and everywhere.⁴ By its development, not only use as communication tool, but more than it, nowadays the handphone can be used as a tool for every payment by online.

Besides e-commerce, Multi Level Marketing (MLM) system has now become a trend topic among the public, ranging from teenagers to adults. MLM is good purchase method directly to the buyer with the network.⁵ Method and system that can be said to be simple made many people interested to join the MLM. Various backgrounds can join, ranging from the top to bottom circles. Students who are still learning,⁶ up to communities that already have decisive job even joblessness allowed to participate and become members. How a simple and lucrative income makes it difficult for those who want to do successful business to reject the offer of MLM.

PT. Veritra Sentosa Internasional which is more familiarly called by Paytren or Treni as one of the companies that currently exist these days certainly with its main benefit as supplier of online payment by MLM system. Paytren is the company which sell the license of application usage or software or technology with marketing system that grew on network concept.⁷ The application that can be used in variety of smartphone especially on android type. Function of Paytren is as the online payment tool, as for pulse,

² Hutomo Dwi, "Perkembangan Alat Komunikasi Dari Masa Ke Masa" accessed from <https://jadiberita.com/amp/83664/perkembangan-alat-komunikasi-masa-masa.html>, (Monday, October 30, 2017 at 02.30 PM).

³ *Ibid.*

⁴ Jimmy Chandra, "Sejarah Dan Perkembangan Jaringan Nirkabel Dari 1G Sampai 4G", accessed from <http://socialtextjournal.com/sejarah-dan-perkembangan-jaringan-nirkabel-dari-1g-sampai-4g/>, (Monday, October 30, 2017 at 02.30 PM).

⁵ Lia Alfiani, Nawazirul Lubis dan Andi Wijayanto, "Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Produk Multi Level Marketing" *Jurnal Ilmu Administrasi Bisnis*, vol. 3 no. 2, 2014, p. 2.

⁶ Yeni Purnamasari, "Pengaruh Multi Level Marketing Terhadap Produktivitas Kerja dan Jiwa Kewirausahaan" unpublished thesis, Fakultas Ekonomi dan Bisnis, Universitas Brawijaya, vol. 2014, p. 2.

⁷ Arif Budiman Efendi, "Profil Perusahaan Treni" accessed from <https://arif-paytrenonline.com>, (Saturday, October 28, 2017, at 02.00 PM).

electricity payment, for ordering the train ticket or flight ticket, healthy installment payable, games voucher, television claim, and so on.⁸

Islam is a religion that love manners in a variety of ways. Similarly, in the business, Islam has set a very good business ethics so as not to lead to disadvantage. Then for a muslim, it has been mandatory to implement Islamic business ethics in business. The main principle in the Islamic business ethics is the existence of a contract, there cannot be despotic and openness.⁹ Ethics is very important to start considering the world nowadays, the more business for the sake of making a biggest profit without thinking about the impact of the others. So much debate and disagreement are discussed about MLM. Some scholars even say that MLM system contains deceive clear gamble which deviated from Islamic business ethics criteria, moreover if to contain usury which is included in the criteria of major sins.

PT. Veritra Sentosa Internasional is using MLM systems in its product marketing mechanisms. While in the fulfillment of needs must be obtained in good and right way. Requirements are met in a false way certainly will not bring blessing and thus will bring the wrath of God. This company has got license from Indonesian Council of Religious Scholars (MUI). But of course this sertificate cannot be proof for sharia company. Than Islamic business ethics must be applicated. Therefore this research becomes essential to analyses business system based on MLM in perspective of Islamic business ethics which take the case study at PT. Veritra Sentosa International Solo.

Based on the background of the issue as describe by the researcher at the previous, then it can be inferred the research problem formulation from this research are how the MLM business system of PT. Veritra Sentosa International and how the perspective of Islamic business ethics with the business system based on MLM at PT. Veritra Sentosa International.

The type of research used by researchers is the field research or case research with qualitative method. To obtain a variety of information about this study, then researcher

⁸ Arif Budiman Efendi, "Aplikasi Paytren" accessed from <https://arif-paytrenonline.com/aplikasi-paytren/>, (Saturday, October 28, 2017, at 02.00 PM).

⁹ Muhammad Farid dan Amilatz Zahro, "Analisis Penerapan Etika Bisnis Islam Dalam Perdagangan Sapi di Pasar Hewan Pasirian" *Iqtishoduna*, vol. 6 no. 2 2015, p. 18.

takes two different kinds of data sources. Two data sources are primary data and secondary data. While primary data retrieved directly from the subject of research, he is the owner of PT. Veritra Sentosa International Solo, Mr. Arif Budiman Efendi, and other sources under the directive of Mr. Arif. And secondary data obtained from many books, documents, journals, as well as various reports and previous research associated with MLM Sharia.

To collect the data, this research used interview method, observation method and documentation method. The researcher will interview the Manager PT. Veritra Sentosa International Solo as well as some active partners of the company. And the steps to analysis data consists of, data reduction, data display and drawing conclusion/verification.¹⁰

BUSINESS SENSE

The word is derived from English language “*Bussiness*” which means is some effort patterned the economy, i.e. the search for profits.¹¹ In addition, many others have notions about the business: **Djohar Arifin** and **Abdul Aziz** said, business means is a flurry, i.e., a flurry on profit-oriented. Business is the economic activity undertaken by individuals or groups of people by producing goods and services to meet the needs of the community with a fixed profit.¹² **Buchari Alma** and **Donni Juni Priansa** said, business is a row of businesses ranging from agriculture, construction, production, communications, business services and the government which move in producing and marketing the goods and services to consumers.¹³ So according to **Ika Yunia Fauzia**, business is individuals activities which organized to produce and sell goods and services for the sake of profit and to fulfill the needs.¹⁴ And **Veithzal Rivai** et al.said, an

¹⁰ Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif dan R dan D*, p. 246.

¹¹ Cita Yustisia Serfiani, et al. *Buku Pintar Bisnis Online Dan Transaksi Elektronik*, (Jakarta: Gramedia, 2013), p. 9.

¹² Djohar Arifin dan Abdul Aziz, *Etika Bisnis Islami*, (Yogyakarta: Deepublish, 2013), p. 11.

¹³ Buchari Alma dan Donni Juni Priansa, *Manajemen Bisnis Syariah* (Bandung: Alfabeta, 2014), p. 112.

¹⁴ Ika Yunia Fauzia, *Etika Bisnis Dalam Islam*, (Jakarta: Kencana, 2017), p. 3.

organization that runs the activities of production and distribution or sale of goods and services that disposed by consumers to earn the profit.¹⁵

In addition of the above understanding, also there an explanation of exegetes and *fuqoha*'. According to exegetes, business is capital management for reach the profit. While according to *fuqoha*', business is activity to exchange the treasures with voluntarily from each other, or move the property rights by replacement by the allowed way.¹⁶ From these two statement, business can be understood as muamalah in transactions between two persons, business done in the form of purchase and sale are realized with *ijab* and *qobul*, and also as business aimed in seeking of profits.¹⁷

The business activities of course has its own benefits besides to fulfill the needs and to search for the profits, that the benefits is more imposes to general society. Some of the benefits of business are:¹⁸

1. To get the profit. These profit can be measured from the value of obtained money.
2. Open job opportunities. With the opening of the work will reduce unemployment and increase the welfare.
3. Economic benefits, such as increasing the number of goods and services, improving the product quality, improving or saving the foreign exchange.
4. Availability of facilities and infrastructure. For communities around the businesses will feel the benefits such as roads, water, houses of worship, hospitals and so on.
5. Opening isolation area.
6. Increasing the unity and helping for development distribution.

¹⁵ Veitzal Rivai, et al. *Islamic Bussiness And Economic Ethics* (Jakarta: Bumi Aksara, 2012), p.11.

¹⁶ Djohar Arifin dan Abdul Aziz, *Etika Bisnis Islami*, p. 98.

¹⁷ *Ibid.*

¹⁸ Kasmir dan Jakfar, *Studi Kelayakan Bisnis*, (Jakarta: Kencana, 2015), p. 11.

In the Qur'an, the business is explained with the use of the word “*tijarah*” which has two meanings:¹⁹

1. Commerce in general which means the relationship between human and God Allah Almighty by following His direction, so struggling in His way, do the pray, spending some of the wealth, and so on, is the best form of commerce between human and God Allah Almighty.
2. Commerce in particular, namely trading and selling between humans.

MULTI LEVEL MARKETING

MLM system was first propounded by Prof. Carl Rehnborg, a lecturer at the University of Chicago,²⁰ and also an entrepreneur. He formulated the system in the year 1940 and apply on his first product Nutrilate that produced by Nurtilate Products Inc., This company started the business by recruiting some labor with low administration costs. The active marketers would bring more benefit. The profits are consist of direct selling profits which was the difference between the landed price and the selling price, and profit prof discount price thst in the MLM system is known as a bonus.²¹

Literally, MLM is marketing system that made through many levels that are usually known as the up line and the down line.²² According to Supriadi MLM is a marketing strategy where salespeople not only get the compensation from the sold goods, but also from the other sales that they recruit.²³ Meanwhile, according to Ahmad Wardi, MLM is

¹⁹ Ika Yunia Fauzia, *Etika Bisnis Dalam Islam*, p. 7-8.

²⁰ Supriadi Yusuf Boni, *Apa Salah MLM?*, (Jakarta: Pustaka Al-Kautsar, 2017), p. 114.

²¹ *Ibid.*

²² Hafidz Abdurrahman dan Yahya Abdurrahman, *Bisnis dan Muamalah Kontemporer*, (Bogor: Al-Azhar Freshzone, 2014), p. 113.

²³ Supriadi Yusuf Boni, *Apa Salah MLM?*, p. 112.

a modern marketing system by distribution network that is built permanently by positioning the customers at once as a labor.²⁴

Legal basis associated with MLM/DS is divided into two, directly related and indirectly related. Legal basis which related directly are the various decisions of the trade minister of Indonesia from year to year, the regulation of the industry minister also the fatwa of DSN-MUI.²⁵ While the indirectly foundation is a variety of applicable laws that related indirectly but very influential towards the organization of DS/MLM.²⁶ The legal basis which related indirectly includes the various laws that relate to the sale and purchase and the regulations, both government regulations, Ministers even presidential regulation.

This MLM business can be grouped based on the bonus system. Based on it then MLM divided into three kinds,²⁷ bonus system based only on the product, bonus System based on network development, MLM business that combines two basic of bonus system, namely the development of network and sale of the product.

ISLAMIC BUSINESS ETHICS

Ethics comes from the Greek "*ethos*" that mean habituality which becomes the part of philosophy. Ethics can be defined as principles of good behaviour and in line with moral values.²⁸ According to Veithzal et al., ethics is "*a code or set of principles which people live*", a set of principles that organize the human life.²⁹ In his other book, Veithzal defines the ethics as a thing that was done properly and well, not doing a badness and also was done his rights and obligations in agree with the moral and do everything with full responsibility.³⁰

What known as Islamic business ethics is some ethics in business which base to muslim obligations that was brought by Prophet Muhammad. and be a guidance for all the

²⁴ Ahmad Wardi Muslich, *Fiqh Muamalat*, cet. 3 (Jakarta:Amzah,2015), p. 613.

²⁵ Sefrianto Purnomo, dkk. *Multi Level Marketing Money Game dan Skema Piramid*, p. 89-90.

²⁶ *Ibid.*, p. 90.

²⁷ *Ibid.*, p. 125-126.

²⁸ Panji Ardiansyah, *Etika Bisnis-Bagaimana Membangun Bisnis Yang Beretika*, (Yogyakarta: Quadrant, 2017), p. 3.

²⁹ Veithzal Rivai Zainal, et al. *Islamic Business Management*, (Yogyakarta: BPFE, 2014), p. 149.

³⁰ Veithzal Rivai Zainal, et al. *Islamic Business and Economic Ethics*, (Jakarta: Bumi Aksara, 2012), p. 3.

people.³¹ More specifically, the Islamic business ethics is a process and an effort to know the right and the wrong things regarding to corporate products and services against the parties that concerned in company demands.³² Then the Prophet has given various instructions about ethics in business. Islamic business ethics of course based upon the Qur'an and the Hadith in starting its business have to pass six steps, namely the sincere intent, professional, honest and mandate, emphasis of ethical, do not violate the principles of syariah and Islamic brotherhood.³³ From these six steps, it can be taken the basic values of Islamic business ethics, such as: Tauheed, khilafah, worship, tazkiyah and ihsan. Then these basic values are contain the general principles of business ethics, such as justice, honesty, openness, togetherness, freedom, responsibility, accountability, unity, intellect and submission.³⁴ For more details, the description of general principles and values can be seen in the following table:

Table 1: Basic Value & General Principle of Islamic Business Ethics

The Basic Value	General Principle	The Purport
Tawheed	Unity and Integration	The integration between all areas of life, religion, socio-political and economic-cultural
		Unity between morality and business activities and the search for the pleasure of Allah
		The unity of God's pemilkn man with possession. Wealth is God's mandate, therefore in the wealth contained liability social
	Similarity	There is no discrimination between the businessmen on the basis of

³¹ Panji Ardiansyah, *Etika Bisnis-Bagaimana Membangun Bisnis Yang Beretika*, p. 506.

³² Djohar Arifin dan Abdul Aziz, *Etika Bisnis Islami*, p. 15.

³³ *Ibid.*, p. 19.

³⁴ *Ibid.*, p. 22.

		considerations of race, color, sex or religion.
Khilafah	Intellectuality	Creative Ability and Intellect Caliphate conceptual business functioning form, change and develop all the potential life of the universe into something concrete and usable
	Free will	Acting business Capabilities without coercion from the outside, in accordance with the parameters of the creation of God
	Responsibility and accountability	The willingness of businesses to account for his actions and is responsible for the
Worship	Submission Total	Business perpetrators the ability to free themselves from all bonds of servitude to his own human
		The ability of businessmen to make human servitude to God as inner insight is at once a functioning moral commitment to giving directions, goals and the definition of its business activities towards actualizing
Tazkiyah	Honesty	Honesty business person to not take advantage only for himself by way of bribing, hoard goods, cheating and cheat, do not manipulate the goods in terms of quality and quantity
	Justice	the ability of business to create a

		balance/moderation in transactions (reducing balance) and freed of oppression, such as usury and monopolize businesses
	Openness	The willingness of businesses to accept other people's opinions are better and more properly, and turn the potential and constructive initiative, creative and positive.
Ihsan	Kindness for Others	The willingness of business to give kindness to others, such as rescheduling, accept returns of items that have been purchased, debt payment before maturity
	Togetherness	Togetherness businessmen in divide and bear the burden in accordance with their respective capabilities, togetherness in bearing the responsibility in accordance with their respective weights, and togetherness in enjoying the proceeds proportionately

Source: Djohar Arifin & Abdul Aziz, *Etika Bisnis Islami*, (Yogyakarta: Deepublish, 2013)

RESULT AND ANALYSIS

General Overview of The Company

PT. Veritra International (Treni), is a corporate that was founded by Ustadz Yusuf Mansur (UYM) at 10 of July 2013.³⁵ The thought of UYM is a contribution to support the Indonesia people's lives by providing ptfacilities that aims to assist and make the

³⁵ Agus Gita Rahayu, "Perjalanan Treni" accessed from paytrenmania.com/about-us/ (Saturday, March 17, 2018, 11.56 PM).

community easy. One of the product of Treni is Paytren, some facilities that make public more easy to do a variety payment with their gadgets. In this fact, UYM see patterns of community life that always make payments such as monthly electricity, monthly water, pulse, tickets, insurance, etc. through the bank. After studying the advantages that obtained by the bank from the various transactions, then came the idea to create a Paytren.³⁶ At its inception, PT. Veritra Sentosa International calls himself by VSI to ease the mention, and V-Pay for Paytren. But over the course of time, known then that the VSI is already a brand belonging to another company, so did with V-Pay. Then the company replace the mention be Treni, and V-Pay into Paytren.

Treni is a company with the kind of business as saling a "Licensing" of application/software/ technology are addressed in The Suites Office Park block E5-E7, Soekarno Hatta street no. 693 Bandung-Indonesia.³⁷ As for PT. Veritra Sentosa International Solo addressed on Sidoluhur street no. 56 Kampoeng Batik Laweyan, Surakarta.³⁸

To run its business, Treni has major team whose pioneering companies since the first stand. They are:³⁹ **Ust Yusuf Mansur**, as the commissioner while the owner and a founder of Treni. He was born on December 19, 1976 and earned his Bachelor's degree from the Faculty of law, UIN Syarif Hidayatullah Jakarta. In addition to his position as commissioner, he would still be travelling and headmaster of the boarding schools Daarul Qur'an in Tangerang. **Mr. Hari Prabowo, S.E** as CEO and co-founder of Treni. Born in Cimahi on September 27, 1967. Bachelor's degree in information technology with his work experience and the journey of his career since 2013 together with UYM to found Treni. **Dr. Deddi Nordiawan**, he was born in Lamongan on December 18, 1977. He earned a degree in economics, master of management, doctor of public administration from the University of Indonesia, Jakarta. In addition to serve as CFO or

³⁶ Deta Indriana, "Paytren ust. Yusuf Mansur di Risalah Hati RTV, published at February 9, 2015, accessed from <https://m.youtube.com/watch?v=TMJDRWeP708>, (Sunday, March 18, 2018, 12.13 AM).

³⁷ Treni, "Profil Perusahaan" accessed from <https://old.treni.co.id/profil-perusahaan/> (Sunday, March 18 2018, 01.45 PM).

³⁸ Arif Budiman Effendi, "Profil Mobile Paytren Agency Solo" accessed from <https://mobilepaytrenagencysolo.com/profil-perusahaan-treni/> (October 28, 2018, 00.01 PM).

³⁹ Arif Budiman Effendi, "Team and Management" accessed from <https://mobilepaytrenagencysolo.com/profil-perusahaan-treni/> (Saturday, March 17, 2018, 11.56 PM).

accounting and finance director of Treni, he also doubles as the director of the “Wisata Hati” Business School.

Business Products of Treni

The main products offered by the company is online payment application called by "Paytren". Paytren is an application that can help in performing various types of compulsory payments as well as daily necessities by use handphone or smartphone. Even the android version of Paytren application can also be run on a PC/Laptop with the help of free software, i.e. Emulator Windroy or Bluestack. Full-featured of Paytren and Paytren programmes, among others:⁴⁰

1. Pulse purchase, voucher games, electrical tokens, pre paid TV. The pulse of all operators, Malaysian pulse as data packets. As for the subscription television among others Pra Kvision TV, Pra Orange TV, Pra Topas TV.
2. Features of monthly bills transactions. Includes various types of bills like the Big TV, BPJS, Finance BAV, MAF, MCF, WOM, Indovision, Innovate TV, Halo, Matrix, Okevision, PDAM, PLN's post, Smartfren Post Paid, Three Post Paid, Telkom, Speedy, TOP TV, Nextmedia, XPlor, YES TV, etc.
3. Plain ticket, train, railink that comes with a record of history.
4. Pay By QR. Patren Partner can go shop by using the QR Code in all retail chain; Gramedia, Lazada, KFC and various merchant incorporated in the DIMO group.
5. To full of the deposit, history, mutations and cashback recap. Partners can find out total deposits info as well as instructions of charging deposit by cash in Alfa Group, transfer via a virtual account, the mutations of deposit also transaction cashback recap.
6. History of transaction and stroke print. The transaction feature completed with a history as well as the stroke print. Paytren partners who opened the PPOB counters can to print the stroke of transaction using a bluetooth printer.

⁴⁰ Nurdin, “Memperkenalkan Aplikasi Paytren” accessed from <https://executivepaytren.com>, (Monday, April 2, 2018, 5.23 PM).

Business System at PT. Veritra Sentosa International

The working principle of Paytren MLM-based is very simple because only by offering the license of Paytren to the nearby people, ranging from families to a nearby friend. Each partner who succeeded to sell licenses to new partners, then he rightfully to get the commission. The Commission is divided into two kind, the commissions from the companies and the commission to build a community. The more licenses sold, the greater commission earned. When someone buys a license of Paytren then he will get the Paytren activation serial code and got the right business (HU).⁴¹ Treni implementing MLM systems at Paytren software license sales. When looking on Paytren turnover of 2017 ago, the turnover count reached Billion (M) count for the sale of licenses, and trillion (T) count for the transaction, so the conclusion, that can be drawn if Treni is not sales licenses-based company, but more to the fulfillment of the transaction.⁴²

Application of Paytren run by Treni can be used on all types of smartphones, especially Android and iOS to conduct the transactions and payment around Treni partner environments. The registration flow that must be traversed by prospective partners, for the first is the selection of the license package. Treni offers two systems of partnership that can be chosen by the candidate in accordance with the wishes of partners, namely limited license users (KP25) and full license user/businessman.⁴³ To become a user of KP25, the potential partners must to pay about Rp 25.000, so he can to get some facilities as KP25. And to become a user of full license, that the potential partner ought to pay about Rp 350.000 so he can to use the facilities of the company.

At the beginning of its journey, the company offers various types of license package including: basic package, gold package, silver package, package platinum and titanium package. But along the journey and the high enthusiasm of the community, nowadays Treni only offers two license package that can be chosen by the partners in accordance with their respective interests. Both license that are the basic package and titanium

⁴¹ Budi, "Multi Level Marketing PayTren 2018" accessed from <https://www.google.co.id/amp/s/www.trenpreneur.com/multi-level-marketing-paytren-2018.amp/?espv=1>, (Wednesday, April 4, 2018. 4.45 PM).

⁴² Interview with Mr.Arif Budi Efendi, Owner of Paytren Solo, Friday, March 9, 2018, 02.00 PM.

⁴³ Budi Seplawan, "Cara Daftar Paytren" accessed from <https://www.fintechsyariah.com/cara-daftar-paytren/>, (Tuesday, April 3, 2018. 4.48 PM).

package.⁴⁴ In titanium packages, the candidate have to pay about Rp 10.100.000, and got 31 license.

At the beginning to join with Treni, a new partner gets Prime Promo Value (NP2). In 2018, the NP2 provided was educated at Paytren Academy vouchers worth Rp 225,000. Paytren Academy is a program of lectures online by various categories is presented in the form of videos, audio book or pdf files.⁴⁵

After got the study voucher as the prime promo from the company, Treni also provides various types of profits for each partner, which the earned by the partners adjusted to the effort from each partner. The more enterprising the partners struggling, the bigger profit will come. Then will be presented with a wide range of commissions, cashback and reward that can be income source of business by Paytren.⁴⁶

1. Direct selling commission

Direct sales commission is a commission received by a partner when the partner can sell the license package to the new partners. The received commission is about Rp 75,000/license consisting of 60% in cash and 40% in transactions deposit. The company is not limiting the partners to recruit new partners, then they have the a wide opportunity to get greater profit. The new partners who placed under the sponsorer (recruiters) are known as generation 1 (G1).

2. Leadership commission

Leadership commission is an accepted commission by the partner when they was successful to make paired group at 1st generation (G1) between left and right. Great Commission earned is about Rp 25,000/pair which divided into 60% cash, and 40% deposit on the Paytren account. For the commission, the company give a limita about 12 pairs group/day.

⁴⁴ Paytren, "Paket License Paytren Terbaru 2018" accessed from <https://paytrenregistrasi.com/harga-license-paytren/>, (Tuesday, April 3, 2018, 10.56 PM).

⁴⁵ Nurdin, "Paytren Academy (Program Pendidikan Komunitas Paytren) accessed from <https://executivepaytren.com/paytren-academy/>, (Tuesday, April 10 2018, 1.30 PM).

⁴⁶ Iksan Heriyanto, "Benefit Mitra Pebisnis", accessed from www.kampungpaytren.net/komisi-dan-reward/, (Sunday, April 8 2018, 2.30 PM).

3. Commission of direct selling development

This is a Commission earned by partners if the sponsored partner (until the tenth generation) successful to sell the full license to the new partners. The commission is about Rp 2,000.

4. Commission of community development/matching leadership bonus

The commission obtained by the businesses member, if the sponsored partner (to the tenth generation maximum) successfully to pair a leadership group. The commission is about Rp 1,000. Each cash commission will be transferred by the bank with minimum Rp 150,000 in every Friday reduced with the admin costs about 10%. Similarly, the deposit commission, with a minimum Rp 50,000 will be given in every Friday reduced with admin costs about 10%.

5. Cashback of transaction

Cashback earned by each partner and community that formed by some partner (to the tenth generation with the pass up/compress system) whose do some transactions by Paytren. The magnitude of cashback in every transaction is about Rp 75,- for purchase of pulses and Rp 100,- up to Rp 1,000,- for other transactions depending on the earned fee from any biller/merchant/bank which cooperated with Treni. The terms for getting the cashback that the partner must do some transaction at least 1 time/month. Cashback is calculated per day begin at 1 to 30/31 of every month and get paid every 15 of the next month as a deposit.

6. Reward

Reward is a bonus given to a partner who successful to form 2 groups or communities at right and left in an organizational structure where each group has achieved the specified target of the company. Turnover is calculated based on the number of sales license in each group. When some partners feel less in need of bonus, then it can be switched into Point Unit Treni (PUT) which PUT can be switched on Belanjaqu. However, promo reward obtained could not be cashed.

For the reward that offered by company, distinguished based on achieved ranking. Based on recommendations from APLI and from the evaluation conducted by company, then Treni set to continue to use promo of 2017 which upheld the balance between company and its partners. The offered oromo by the company are summarized in the following table:

Table 2. Paytren Reward

LEVEL		PUT	REWARD
STAR		1,485	Change the point at Belanjaqu/Change by smartphone at the company
Left Turnover	Right Turnover		
Rp 32.500.000	Rp 32.500.000		
BRONZE		5,94	Trip to Singapore/ Change at the company
Left Turnover	Right Turnover		
Rp 162.500.000	Rp 162.500.000		
JUNIOR SILVER		44,55	Change the point at Belanjaqu/Change by Honda Beat at the company
Left Turnover	Right Turnover		
Rp 1.137.500.000	Rp 1.137.500.000		
SILVER		66,825	umrah/Change at the company
Left Turnover	Right Turnover		
Rp 2.600.000.000	Rp 2.600.000.000		
GOLD		252,45	Change the point at

Left Turnover	Right Turnover		Belanjaqu/Change by
Rp 8.125.000.000	Rp 8.125.000.000		Honda Brio Satya at the company
EMERALD			
Left Turnover	Right Turnover	1,113,750	Change the point at Belanjaqu/Change by Mitsubishi Pajero at the company
Rp 32.500.000.000	Rp 32.500.000.000		
DIAMOND			
Left Turnover	Right Turnover	2,227,500	Change the point at Belanjaqu/Change by BMW 5 Series at the company
Rp 81.250.000.000	Rp 81.250.000.000		
AMBASSADOR			
Left Turnover	Right Turnover	3,712,500	Change the point at Belanjaqu/Change by apartement at the company
Rp 162.500.000.000	Rp 162.500.000.000		
CROWN AMBASSADOR			
Left Turnover	Right Turnover	7,425,000	Change the point at Belanjaqu/Change by house at the company
Rp 325.000.000.000	Rp 325.000.000.000		

Source: Marketing Plan PT. Veritra Sentosa Internasional (Versi 2017.02)

PUT could be said to be as virtual currency of Paytren that can be used to pay for buying an items at Belanjaqu. The value of 1 PUT is equal to Rp 285. Actually to get PUT can by through two ways, from the transaction cashback that transferred in every week and from shopping cashback at Belanjaqu. And the second from the reward which

has been described previously. The PUT has three benefits:⁴⁷ Used for payment transactions such as pulse, token, online game and pay-TV, Used to buy some items at Belanjaqu, PUT umroh “Merdeka” could be used as savings and in the program of Paytren.

Business System Based on MLM at PT. Veritra Sentosa Intertional in Perspective of Islamic Business Ethics

Multi Level Marketing is a novelty in the Islamic world. At the time of the great Prophet Muhammad until the time of his companions have not known about that term in the business world. MLM term just known around the year 1940 M. Therefore, the scholars and the mujtahid keep struggling to review and formulate the concepts about sales system based on MLM. Up to this point, has come the fatwa of DSN MUI that set about Multi Level Marketing System.

In General, the various types of muamalah is allowed, except for a few which there some prohibit argumentation. The allowed muamalah which does not violate the principles of Islamic jurisprudence. So in the case of business. According to Djohar Arifin, a good business should pass through the six steps, starting from the sincere intention, professional, honest & mandate, emphasis the ethical, does not violate the principles of syariah and pleach the Islamic brotherhood. As for good business ethics which upheld the obligations, and of course this has been reflected in the business ethics of Islam. Ethics taught by Prophet Muhammad. has given very clear instructions to the all Muslims how to be a good businessman with another businessmen or another partners. Islamic business ethics makes the Qur'an and the Hadith as fundamental in their act. By take hold of those both things, it can be ascertained that the business will be far from bankruptcy.

Islamic business ethics principled to five basic that adjusted with the growing of age. The five basic values are:⁴⁸

⁴⁷ Jujun Junawan, “Penjelasan PUT (Point Unit Treni) Dalam Paytren”, accessed from www.mitranyapaytren.com/2017/09/penjelasan-point-unit-treni-paytren.html?m=1, (Monday April 9, 2018, 12.47 AM).

⁴⁸ Djohar Arifin dan Abdul Aziz, *Etika Bisnis Islami*, p. 21.

1. Tawheed

Tawheed is the basis of Qur'anic morality to the faithful people. Tawheed instill the concept that God is the center of all human activities and everyone must to serve to Him, so that tawheed becomes the main thing of the Islamic values and the Islamic business ethics for footing.⁴⁹ The value of tawheed of a business can be seen from the practice of the principle of integration and equality in the activities of business. The value of integration itself is mirrored with the unity between the activities of the profiteers and the search for the Allah pleasure. One way to achieve the pleasure of Allah is by running a social obligation over the wealth and the profits of business.

Paytren partners have different orientation when starting their business with Paytren. But there is one thing that makes them more interested with business with Paytren, because with Paytren, they can do a business and simultaneously give the alms.⁵⁰ In contrast with the other business, Paytren has the spirit and be more meaningful with the present of alms.⁵¹

It is explain that Paytren provides a container for the businessman to do a worship with alms for the sake to get the pleasure of Allah SWT. Up to now, some form of alms has been done by Paytren such as the manufacture of bridge which has been highly rated in poor condition in the village of Jagabita, Parung panjang, Kab. Bogor on December 2017, the giving of an ambulance to boarding schools for memorizing the Qur'an (PPPA) and some other alms to PPPA which these funds will be managed by the PPPA. In addition to channeling the funds, Paytren also always slipped the religious lessons in its activities, i.e. when the assembly study about business. To be remember, Paytren partner is not entirely Muslim, and the Paytren partners spread all over Indonesia, then there is no any liability from the company in order for the partner to always follow the studies which conducted by Ustadz Yusuf Mansur on its own, it is better to call for a Muslim. But from the partners themselves they make some routine assembly that is

⁴⁹ *Ibid*, p.54.

⁵⁰ Interview with Mr.Arif Budi Efendi, Owner of Paytren Solo, Friday, March 9, 2018, 02.00 PM.

⁵¹ *Ibid*.

performed by a particular group due to the call from their heart respectively. The assembly is in the form of *tausiyah*, and also in the form of business analysis.⁵²

With regular alms which always clipped in every transactions and studies of the business often do, demonstrated that Paytren has implemented the principle of integration in the business.

In addition with the integration, the values of *tawheed* also reflected by the principle of equality. This principle is demonstrated in the absence of discrimination between various race, gender or religion. Paytren does not limit anyone who want to join the Paytren. Either of any tribe, any country, or any religion should join Paytren. One of Paytren homage for non muslim partners with unobligated for anyone to follow the studies conducted by UYM. In addition, by changing the type of reward "*umrah*" into "*religious packages*" is a reflection of the absence of discrimination between partners in the Paytren. In the absence of this discrimination, demonstrating that Paytren already apply the principle of equality. With applied the principle of integration and equality in the Paytren, can be drawn the conclusion that Paytren already tried to reach the value of *tawheed* in their act of business.

2. Caliphate

The caliphate is the second basic values in business ethics. human sent to earth as a caliphate to maintain the balance in the earth and not ruin it. Then it becomes the duty of every person to make use of what God has already provided without destroying it. The value of the caliphate can be seen from the application of the principle of intellect, free will, responsibility and accountability. The explain of intellect is the ability of a businessmen to utilize the facilities that already available as possible in running its business.

Paytren invite every partners to be as creative as they can in running their business to find the new partners. The partners are allowed to use a variety of internet and social

⁵² *Ibid.*

media such as facebook, instagram, youtube, blog and more. And with social media it's proven a lot of partners can to recruit the new partners to be a community. The most important is the seriousness of each partner in the business, the patient, painstaking, ready to share the profits and the benefits that come to others. To attract the interest of potential partners, each partner is allowed to tell the benefits of Paytren without adding some description or review with something does not comply with the state on the blog, facebook or other social media, or by face-to-face.⁵³

As for the construction of the new partners, the leader can do through online and offline. By online is to create a groups coaching by every leader, while offline by direct face to face through seminars and training.⁵⁴

From the attitude of the partners that can utilize any internet available facilities reflect the attitude of intellect partners. Each partner is allowed to process the words as attractive as possible without adding or subtracting reviews from actual circumstances. In explaining the shortcomings and advantages of Paytren any partners propose to the prospective partners to read the available website in remember the lots explanation. After potential partners read and get the points which they less understood that the partners can to give more explain in accordance with the inquiring of potential partners. The more critical question, then the clarified explanation given. The efficiency of power and time that applied by Paytren but still keeps trying to deliver what are needed by the potential partners also shows the intellect of partners of Paytren in do their business.⁵⁵

The next principle is free will which means the absence of any limitation of income for every businessman and an absence of restrictions and innovate on work by exerting the whole potential.⁵⁶ Treni always tries to tell the benefits and share the informations from Paytren, but the willingness of a potential partner to join Paytren or not is the right of any prospective partners without any coercion. This shows that the Paytren practised the principle of free will in the recruitment of members. In addition, this principle is also visible from the company that does not limit the number of new partners can be

⁵³ Kode Etik Paytren, BAB XIII pasal 18 no. 16.

⁵⁴ Interview with Mr.Arif Budi Efendi, Owner of Paytren Solo, Friday, March 9, 2018, 02.00 PM.

⁵⁵ *Ibid.*

⁵⁶ Djohar Arifin dan Abdul Aziz, *Etika Bisnis Islami*, p. 24.

recruited by an old partner, reflect the Paytren never prevent every partner to get more benefits in accordance with its ability.

The next principle is responsibility which further composed of the mandate and accountability. Mandate here is the responsibility while the accountability is taking into account. The intent of both relate to the principle of free will. Although a businessman left a free will to innovate in business, still there some things that need to be accounted and obligations that must be fulfilled. Paytren is always trying to explain the products that supplied suitable with what was known by partners after the first encouraging the partners to read the full description on the website or other sources to avoid from the losers in the end. However, if there the new partners who feel harmed, then the company gives the facility to redirection the business right for partners who want to stop and sell or transfer their own business rights.⁵⁷

It is the responsibility of the company to a partner who feels wronged. But until now, there has not been a partner who feels wronged and ask for compensation.⁵⁸ Besides it all, the granting alms done can be said as the concern of Paytren to the environment around.⁵⁹ With the application of the third principle, then it can be said that Paytren already trying to reach Caliphate.

3. Worship

Worship is an obligation of every human being on this earth. Every act of worship will bring reward to whose perform and avail for the surroundings.⁶⁰ The basic value of worship got by implementing the principle of total surrender. Total surrender here meant as some capability of businessmen to free themselves from human servitude to his own creations such as wealth and power, as well as the human capacity to make servitude to God as commitment to provide direction and purpose. By making business as a worship, then businessman intends to grab the falah in the world and hereafter with the business. This can be demonstrated with the humble and simple in every activity. A

⁵⁷ Interview with mr. Indro Kusumo, one of member of Paytren, Tuesday, April 10, 2018, 02.00 PM.

⁵⁸ Interview with Mr.Arif Budi Efendi, Owner of Paytren Solo, Friday, March 9, 2018, 02.00 PM.

⁵⁹ *Ibid.*

⁶⁰ Djohar Arifin dan Abdul Aziz, *Etika Bisnis Islami*, p. 63.

simple behaviour explained that a business is not affected by the richness of the treasure that obtained so that the business can be sure was not based on money oriented but oriented to get the falah in the world and the hereafter by gets pleasure of Allah.

Treni is a company that has the abundant advantage in daily. Nevertheless Treni never squander the gained treasure for unuseful thing. Seen from the events which always be far from the Spree. Even to attend a seminar held by the company, the partners must pay certain fee to get the seminar facilities.⁶¹ When look at the initial motivation of the partners, the personal fulfillment is the most reason encountered. With the fulfill needs, then a muslim would be more comfortable in worship to God. Beside it, also because of the presentof the alms in any transaction undertaken.⁶²

This shows that the Treni does not make the property as the main goal in its business. By keep simple and attitudes in accordance with this requirement shows that Treni not fallen for treasures and riches. The motivation to always give out the alms in each transaction indicates that the partners of Paytren keep trying to gets the pleasure of Allah from business conducted. Thus the basic value of worship has been mirrored by Treni.

4. Tazkiyah

Tazkiyah is the fourth basic values of business ethics that reflect the hygiene behaviour of businessmen. These basic values can be reflected in the principle of honest, fair, and openness. Honesty means free from cheating and greed by take the profit only for himself. Cheating can be in the form of fraud and manipulation. Cheating in business can be prevented by applying the openness and transparansi in business activities. Then the principle of honesty and openness is mutually relevant.

So far, Treni always informed a variety of benefits, activities, profits and important events that run through a variety of online and offline media, including the replica website of partners. However in each replica website always there an explanation if that website is not the original property of company, even for partners who like to do a

⁶¹ Interview with mr. Indro Kusumo, one of member of Paytren, Tuesday, April 10, 2018, 02.00 PM.

⁶² Interview with Mr.Arif Budi Efendi, Owner of Paytren Solo, Friday, March 9, 2018, 02.00 PM.

serious business, they can to access basic modes of business for free through Paytren Academy.⁶³ In addition, the company also often invited several religious figures for explaining about Paytren itself, is it include as a money game, or is it already in accordance with the Shariah.⁶⁴

As for the transparency of the system itself, the partners admit that Treni already shows very clearly how the system is applied.⁶⁵ For profits earned by the company is about 60% of sales applications and about 40% returned to the partners. As well as the transparency of transactions conducted, Treni give report to each sponsorer partner about the transaction performed by their downline including their cashback, so that each partner knows the huge commissions that must be obtained from their downline.⁶⁶

In addition of transparency system, openness here also meaning as a willing to accept the opinions of others and correct the errors system. Paytren promote their legal products and have been already appropriate with the sharia, although the partners themselves are aware that Paytren is not yet 100% in appropriate with sharia. But as time goes by, the company is always trying to fix the wrong things that known in the future.⁶⁷

Then for the principle of Justice is where businesses can create the balance in the transaction so that all partners were satisfied and no one feels aggrieved. According to Mr. Indro, all partners are already satisfied with the benefits gained from Paytren, so that no one feels aggrieved.⁶⁸ Paytren invite for each partner trying to find new partners whenever they can, the more partners sponsored then the greater commissions, cashback and reward that will be got. It is also explain that Treni give the commision in accordance with the work of each partner.

⁶³ Interview with Mr.Arif Budi Effendi, Owner of Paytren Solo, Friday, March 9, 2018, 02.00 PM.

⁶⁴ *Ibid.*

⁶⁵ Interview with mr. Indro Kusumo, a member of Paytren, Tuesday, April 10, 2018, 02.00 PM.

⁶⁶ Interview with mr. Arif Budi Effendi, The Owner of Paytren Solo, Friday, March 9, 2018, 02.00 PM.

⁶⁷ *Ibid.*

⁶⁸ Interview with mr. Indro Kusumo, one of member of Paytren, Tuesday, April 10, 2018, 02.00 PM.

With the existence of these system, then it could be concluded that the company had already applied the principle of honesty and transparency, justice and openness in the the business so be far from the fraudulent and the suppression of one of the parties. With the application of this principle, then it can be seen that the company is already trying to reach tazkiyah value.

5. Ihsan

The value of the basic business ethics was ihsan, where these basic values can be seen from the application of the principle of kindness to others and togetherness. Kindness to others is intended as good behaviour of the businessman to another. Either with the other company or the partners of the company itself.

Paytren attempt to provide good service to the prospective partners. Although for some new partners sometimes still do not understand correctly about Paytren itself then show the bad response. The response is not good because the partner itself less find out about Paytren before deciding to join.⁶⁹ As for the relations between the partners themselves is good. Even the partners often share the lessons and good information through regular meetings or through groups in social media.⁷⁰

So for relationship of Treni with another company always maintained well. Treni never denigrate another company's products. Even though the sample of peers, then Treni never mention specifically the name of the company.⁷¹

As for the principle of solidarity, which is referred here is the solidarity of community in their effort and in run pf their obligations in accordance with their respective portions also togetherness to enjoy the results of business proportionally. Each leader of each community guide to successfully in run a business in Paytren. In the division of the commission, then the leader will get most widely commission compared with the partners in the first generation, second or so on. This is because the leader had been

⁶⁹ Interview with Mr.Arif Budi Effendi, Owner of Paytren Solo, Friday, March 9, 2018, 02.00 PM.

⁷⁰ Interview with mr. Indro Kusumo, one of member of Paytren, Tuesday, April 10, 2018, 02.00 PM.

⁷¹ Interview with Mr.Arif Budi Effendi, Owner of Paytren Solo, Friday, March 9, 2018, 02.00 PM.

struggling earlier to get a partner that was in the first generation and he was responsible for the first generation to guide them in order to get the second generation and makes the community as has been done by the leader. Here showed that the results could be enjoyed by each partner in accordance with their levels and their each attempts. With the implementation of the basic principles of kindness and community, then Treni has the basic values “Ihsan” in the conduct of its business.

Business ethics is a very functional discussion regarding the obligations of the businessman in the vagaries of the Act. A business will be good and will bring a bigger profit if done by ethical. Companies without ethics will reduce even eliminate public confidence. A company that only think of profit without the application of ethics would not survive long in comparison with the other companies that forward long-term profits with the ethical. The five basic values of business ethics is key to the achievement of a blessing business.

Tawheed as the main foundation to keep the businessmen still based its activities to the Qur'an and the Hadith, so that business activity remained in the right way. Caliphate keeping the businessmen in order to use the availability of the nature by good without damaging and always responsible with what he has done. Worship brings businessmen to make business activities as activities that draw closer to God and to gain prosperity not just in the world but also in the hereafter. Tazkiyah maintain business activities from the elements is still forbidden which can destroy the balance. Ihsan maintain relationships between businessmen in order to stay well and not to smash. Companies that embed the five basic values will be spared from obliteration. In this case Treni with its application Paytren has been instilling basic values of fifth business ethics in their business.

Although in the current era, the application of business ethics is a heavy thing, there's even a motto which reads "where there a clean businesses, isn't everyone who dared to enter the business world means he should dare to thound dirty?".⁷² But Treni shows if in this era the application of business ethics can still be applied. Even the application of business ethics can brought more profits and benefits to the perpetrators.

⁷² Djohar Arifin dan Abdul Aziz, *Etika Bisnis Islam*, p. 63.

CONCLUSION

Based on the results of the discussion that has been described by researchers. Then some conclusion can be drawn. As for the conclusions from the research are the practice of MLM business run by Treni is a bargain on license of Paytren software. Application of Paytren used to fulfill the needs such as pulses and obligations such as payment of PLN and TAPS. In addition to business, the average destination partners to join Treni is to ease in performing the obligation of monthly bills payment. Whereas for the grant of Commission and cashback is in accordance with the effort of each partner in the search for new partners. Business run by Treni were in accordance with Islamic business ethics. It is said because Treni has been instilling basic values of Islamic business ethics which consists of the tawheed, khilafah, worship, tazkiyah and ihsan in the business activities of its partners. Halal certificate from the SDN-MUI show Treni's effort to keep on sharia. Transparency system which applied by companies is the guarantee of the suitability of the commissions and cashback that must be accepted by each partner.

Based on the research that has been done, then researchers found the important things that felt must to be a concern. For the company, expected to increase professionalism in the business so that in the future the company will be better and get greater trust from the community. In addition it is expected that the company always providing guidance and instruction to partners about MLM business so that each partner can really understand what sort of business they undertake. To for the next research, expected to be the subject of consideration and in order to examine more sources and references related to the application of Islamic business ethics in MLM business so that research results can be more better.

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