

# **THE IMPLEMENTATION OF ISLAMIC BUSINESS PRINCIPLES IN SHARIA LAUNDRY BUSINESS “MR. CLING CIAMIS”**

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## **Abstract**

This study seeks to determine the application of Islamic economic principles to the creation of the Sharia laundry business “Mr. Cling Ciamis.” This qualitative research employing a descriptive methodology is based on interview and document data. The study concludes that the Islamic economic values of monotheism, justice, free will, and responsibility applied by Laundry Syariah “Mr. Cling” Ciamis have been properly implemented. Moreover, the application of Islamic business principles continues to expand in tandem with progress or sound business development. The expansion of the “Mr. Cling” Laundry business is evidenced by the opening of new locations and the presence of numerous “Mr. Cling” Laundry agents in various locations. Several indicators are used to examine the application of Islamic economics: marketing, human resources, and social responsibility.

## **Abstrak**

Penelitian ini bertujuan untuk mengetahui penerapan prinsip ekonomi Islam pada pengembangan usaha laundry Syariah ‘Mr. Cling’ Ciamis. Penelitian kualitatif dengan metode deskriptif ini berbasis pada data hasil wawancara dan dokumentasi. Hasil penelitian menyimpulkan bahwa nilai-nilai ekonomi Islam yang diterapkan oleh Laundry Syariah ‘Mr. Cling’ Ciamis adalah tauhid, keadilan, kehendak bebas, dan tanggungjawab telah diterapkan dengan baik. Selain itu, penerapan

prinsip bisnis Islam terus mengalami peningkatan seiring dengan kemajuan atau perkembangan bisnis yang baik. Perkembangan usaha Laundry 'Mr. Cling' dapat dilihat dari bertambahnya cabang usaha dan juga adanya beberapa agen Laundry 'Mr. Cling' di beberapa tempat. Asep penerapan ekonomi Islam ditinjau dari beberapa indikator: pemasaran, sumber daya manusia, dan sosial.

**Keywords:** Laundry, Islamic principles, Sharia principles

## Introduction

According to the Qur'an, Business is a lucrative profession. There are numerous very detailed explanations in the Qur'an regarding permissible and prohibited business practices. In sharia business, elements of usury, maysir, gharar, haram, and injustice are not permitted. The purpose of Business in Islam is not only to seek profit, but also to obtain and provide non-material benefits and benefits for the business actors themselves and the larger scope, such as the promotion of brotherhood, social care, and so on (Rivai, 2012: 13). In Islamic law, the topic of purification and all of its complexities constitute an essential part of knowledge and practice, particularly because, as one of the conditions for prayer, it has been determined that a person must be clean from hadas and also clean his or her body, clothes, and the environment from *najis* (Rasjid, 1994: 13). According to the Qur'an, Allah loves those who repent and purify themselves (Surah al-Baqarah: 222).

In the midst of people's needs that are increasingly diverse and supported by dense human activities, various types of businesses engaged in services have sprung up. One type of Business in the form of services that is never empty of customers, especially if this Business is established in the middle of a busy city where people tend to have a high intensity of activity, is a laundry service business (Fernos & Putra, 2019). The current phenomenon is that many business actors for laundry services are negligent and not responsible for mistakes made by producers. Problems such as clothes becoming faded, torn, lost, or mixed up with those of other customers inevitably make customers feel disadvantaged. In response to the proliferation of irresponsible Laundry for the convenience of consumers and the progression of the times, this Business underwent new innovations. (Bisri & Husni, 2020). One of the innovations of laundry business services that provide fresh air for connoisseurs of laundry business services is the existence of sharia laundry (Stivani, 2015).

Sharia laundry is a laundry that, in its implementation uses sharia principles. Besides paying attention to cleanliness, this sharia laundry also pays attention to its purity (Ghozali & Sari, 2018). In addition, the materials used in sharia laundry are also halal materials. As a business unit based on shari'ah rules, shari'ah laundry applies the concept of (1) the taharah-based concept, namely using groundwater and running water during the washing process. (2) emphasize good behavior (*akhlakul karimah*) to its employees. (3) emphasizing obligatory efforts in the form of five daily prayers. (4) using healthy competitive methods in terms of promotion, marketing, and others.

### **Literature Review**

Application is the act of implementing or the ability to apply rules, methods, principles, and theories arranged in a systematic program for a specific use or purpose. According to (Usman, 2002), the application is led to the system's activity, action, action, or mechanism. Meanwhile, according to (Setiawan, 2004), the application is the expansion of activities that mutually adjust the process of interaction between goals and actions to achieve them and requires a network of implementers, an effective bureaucracy. Meanwhile, according to Lukman Ali, application is to practice, to pair (Ali, 1995).

The elements of implementation include: The existence of the program being implemented, the existence of a target group, namely the community who is the target and is expected to receive benefits from the program, as well as the implementation, both organizations or individuals who are responsible for the management, implementation and supervision of the implementation process. (Wahab, 1990: 45). Business is one of the main business activities in supporting economic development. The word business is taken from English, namely "business" (Jones and Lindawaty, 2007: 25). Business takes place because of interdependence between individuals, international opportunities, efforts to maintain and improve living standards, and so on (Ramadhani, 2022). Business is also understood as an individual (private) business activity that is organized or institutionalized, to produce or sell goods or services in order to gain profit in meeting the needs of the community (Fauzia, 2013: 3).

Whereas in Islam business can be understood as a series of business activities in various forms which are not limited by the amount (quantity) of ownership of their assets (goods/services) including profits, but are limited in how to acquire and utilize their

assets (there are halal and haram rules) (Yusanto and Karebet, 2002:18). Basically, Islamic teachings contain three substantial pillars, namely faith, worship and morality. Islam is a religion of nature, which was revealed by Allah as a religion of guidance and direction for humans to practice the true religion (Sumadi, 2018). By nature, humans are also born with character and beliefs that are monotheistic or oneness of God, which then has an impact on the form of worship or servitude to Him, then leads to the formation of akhlaqul karimah which can bring peace and love to the universe or commonly known as the title of rahmatan lil'alamin (DPPAI, 2016: 10).

In Islamic economics there are four principles that must be applied in Islamic Business, namely: tawhid (unity), balance (justice), free will, and responsibility (Muslich, 2010:27). The first is tawhid. The principle of monotheism is an all-exclusive and all-inclusive concept. On an absolute level it distinguishes the khaliq from creatures, requiring unconditional submission to His will, but on human existence it provides a strong principle of unity because all mankind is united in obedience to Allah alone. This principle of monotheism teaches humans how to recognize the oneness of Allah so that there is a consequence that belief in everything should begin and end only in Allah SWT. Such belief can lead a Muslim to declare that "Indeed my prayer, my worship, my life and my death are solely for the sake of Allah, the Lord of the worlds". This principle then produces synergistic and interrelated units within the framework of monotheism.

Second, the principle of Justice or Balance teaches humans how to believe that everything created by God is in a state of balance and harmony. This can be understood from the Qur'an which has explained that "You do not find the slightest imbalance in the creation of the Most Merciful. Repeat and observe whether you see a slight discrepancy" (Surah al-Mulk: 3). This principle requires that humans not only live in balance, harmony, and harmony with themselves, but also guide humans to implement these three aspects in life (Shettima, 2011).

Third, the principle of free will where humans as caliphs on earth to some extent have free will to direct their lives to the goals they want to achieve. Humans are endowed with free will to guide their lives as caliphs. Based on this axiom of free will, in Business, humans have the freedom to make an agreement or not, carry out certain forms of business activities, be creative in developing existing business potential (Beekun, 1997: 24).

Fourth, the principle of Responsibility where all freedom in doing Business by humans cannot be separated from the responsibility that must be given for activities carried out in accordance with what is in the Qur'an "Everyone is responsible for what he has done" (QS. al-Mudatsir: 38). The freedom that humans have in using the potential of resources must have certain limits, and are not used freely, but are limited by the legal corridors, norms and ethics contained in the Qur'an and the Sunnah of the prophet that must be obeyed and used as a reference or reference and basis in using the potential of the controlled resources.

Development is a planned effort from the organization to improve the knowledge, skills, and abilities of employees. Development is more emphasized on increasing knowledge to do work in the future, which is carried out through an integrated approach with other activities to change work behavior (Hariandja, 2002: 168). Business is carrying out activities permanently and continuously with the aim of obtaining profits, whether organized by individuals or business entities in the form of legal entities or not in the form of legal entities, which are established and domiciled in an area within a country (Rodliah & Ramasari, 2018).

Business development is a method or process of improving current and future work by increasing business expansion and the quality and quantity of production rather than economic activity by moving the mind, energy and body to achieve a certain goal (Savitri & Sudarwanto, 2020). As quoted by Husein Umar "Strategic In Action". According to Fred R. David, strategies can be grouped into four groups of strategies, namely: First, the Vertical Integration Strategy. This strategy requires companies to exercise more control over their distributors, suppliers, and/or competitors, for example through mergers, acquisitions or creating their own company. Second, the Intensive Strategy (Intensive Strategy). This strategy requires intensive efforts to improve the company's competitive position through existing products. Third, the Diversification Strategy (Diversification Strategy). This strategy is intended to add new products. This strategy is becoming less and less popular, at least in terms of the high level of management difficulty in controlling the activities of different companies. Fourth, Defensive Strategy. This strategy intends for the company to take rescue actions in order to escape from greater losses, which in the end is bankruptcy (Umar, 2001:35).

Islam obliges every Muslim, especially those who have dependents to work. Work is one of the main reasons that enable

humans to have wealth. As quoted by Mardani “Sharia Business Law” according to Dr. Yusuf Qardhawi, work is part of worship and jihad if the worker is consistent with Allah's regulations, his intentions are pure and do not forget Him. By working, humans can carry out their caliphate duties, protect themselves from immorality, and achieve very big goals. Likewise, by working individuals can fulfill their daily needs, meet the needs of their families, and do good with their neighbors. All forms that are blessed by this religion can only be realized by having property and getting it by working (Mardani, 2014: 75).

Muslims are encouraged to use their days for the benefit and bounty of Allah. Likewise, in trying, it is forbidden to commit fraudulent acts and take usury (Mardani, 2014: 79). Prophet Muhammad SAW has set an example to his people regarding sharia business. Before starting a business, a businessman must develop, define and implement his business strategy first. The business strategy includes five main attitudes, namely honesty, sincerity, professionalism, friendship, holy intentions and worship, and paying zakat, infaq, and sadaqoh (Abdullah M., 2011: 40).

Sharia Laundry is a laundry which in its implementation uses sharia principles. Sharia laundry, in addition to paying attention to cleanliness, also pays attention to its purity. This laundry service business is an *ijarah* business in the field of washing such as all types of textiles and their processed forms using water, laundry soap, and washing machines. In the laundry business there is the term laundry kilo, namely Laundry with a payment system based on the weight of the material being laundered. The weight of the material in kilograms of Laundry is obtained by weighing the weight of the clothes or materials to be washed together between the service user and the laundry service in kilograms so that customers know the weight of the material before the material is carried by the kilogram laundry officer. Thus the cost of laundry kilos is known in advance.

The washing process mechanism based on Islamic Shari'ah is a law or regulation that God has set for humans through the Qur'an and Hadith conveyed by His Messenger. Shari'ah law must be the basis and guideline for all humans in carrying out their daily activities, including in terms of washing. Because without being guided by Shari'ah law, it is feared that the washing process of a person will not be able to remove the *najis* attached to laundry items, but only to the level of cleanliness (Naim, 2016). Obeying all the rules that have been set by God is obligatory, especially those related to the problem of chastity. Because being holy in *fiqh* is a legal requirement for worshipping God, for this

reason, in carrying out the washing process, you must always follow all the rules that have been stipulated in sharia law.

The current phenomenon is that many business actors for laundry services are negligent and not responsible for mistakes made by producers. Problems such as clothes fading, torn, swapped with other consumers or even lost. Losses experienced by consumers can be caused as a result of the existence of a legal relationship agreement between producers and consumers, as well as as a result of unlawful acts committed by producers. Considering that consumers have the right to get good service, producers should pay close attention to customer service and trust. Responding to the spread of these irresponsible Laundry, a sharia laundry business emerged that provided fresh air for connoisseurs of laundry business services.

## **Method**

This study uses a qualitative research method with a naturalistic approach. That is, the implementation of this research occurs naturally, as it is, in normal situations that are not manipulated by circumstances and conditions, emphasizing natural descriptions (Arikunto, 2006: 12). By its natural nature, the presence of researchers directly is very important in data collection, this is intended to emphasize the validity of the study. In qualitative research, researchers are exposed directly to the respondents and their environment in such an intensive manner (Arikunto, 2006: 16). This qualitative research describes the findings in the field for further interpretation and in-depth study of each issue. Researchers are directly involved in research activities in order to follow any developments in the problems found. In this study the researchers collected data related to the application of Islamic business principles in the development of the Sharia laundry business of 'Mr. Cling' Ciamis.

This research was conducted at the Sharia Laundry Company 'Mr. Cling' Ciamis on Jl. Ciptomangunkusumo No. 4 Ciamis style gardens. The time required in this study is approximately 3 months starting from September to November 2021. In this study, primary data were obtained from direct interviews with some data obtained from original sources. Primary data collection is an integral part of the research process used for decision making. In this study, primary data were obtained directly from business owners, employees and consumers who were obtained through interviews.

Data collection techniques in this study by conducting interviews and documentation. Interviews are one way of collecting data through oral communication activities in structured, semi-structured, and unstructured forms. A structured interview is a form of interview that has been guided by a number of rigorous questions. Semi-structured interviews, even though the interview has been directed by a number of lists of questions, it is possible to raise new questions whose ideas arise spontaneously according to the context of the conversation they are doing (Harahap, 2020). Document data collection is a data collection technique based on existing documents, both written documents, pictures, and electronic documents. The collected documents are then analyzed (parsed), compared and combined (systematic) to form a systematic, coherent, and complete study result (Sutarto, 2012: 21). This study uses document collection techniques by obtaining documents from various media, in the form of documents related to data obtained from sources.

The research instrument is a tool in collecting data. Research instruments according to (Arikunto, 2010), are tools or facilities used by researchers in collecting data so that their work is easier and the results are better, in the sense that they are more accurate, complete and systematic so that they are easier to process. The instrument used in this study is data collection which is a human or researcher or the interviewee himself by observing, asking, listening and asking for data for research. For data collection, the researcher gave general questions and required detailed answers given to business owners, employees and consumers of Laundry 'Mr. Cling' regarding the Application of Islamic Business Principles in Sharia Laundry Business Development 'Mr. Cling'. The tools used are books, pens and cellphones, for photos, recording and making videos so that the results of the interview are maximized.

## **Results and Discussion**

Sharia Laundry 'Mr. Cling' was founded in October 2017 under the auspices of CV. Fajar Surya Jaya which is located on Jl. Ciptomangunkusumo No. 4 Taman Gayam Ciamis with the motto "Ever Green, Ever Clean, Everyday" and "Synergy Together" and has 31 employees. Currently Laundry 'Mr. Cling' already has branches in several places, including on Jl. Mr. Iwa Kusuma Soemantri No. 27 Kertasari Ciamis District Ciamis District 46211, Jl. K.H. Ahmad Dahlan, Jambansari, Ciamis Regency. In addition, Laundry 'Mr. Cling'

also has several agents in several places. Laundry 'Mr. Cling' operates from 07.15 - 21.00 WIB.

Sharia Laundry 'Mr. Cling' offers several services (1) Complete Laundry 2 days. This 2-day complete washing service is a service that promises the goods will be finished within 2 days of washing. The price or tariff for this 2-day complete washing service is Rp. 9,000/kg. (2) Complete washing 3 days. This 3-day complete washing service is a service that promises the goods will be finished within 3 days of washing. The price or tariff for this 3-day complete washing service is Rp. 7,000/kg. (3) Dry wash 1 day. This dry cleaning service promises the goods will be finished within 24 hours or 1 day. Which means now the goods are given to the laundry employee then weighed and will be finished the next day. The price or tariff for this 1 day dry cleaning service is Rp. 6,000/kg. (4) Wet wash 1 day. This service offers services at an economical cost. The cheapest of all services and also the fastest service among other services. This wet cleaning service can be picked up within 1 day. It can be picked up in a short time because this wet cleaning service is the fastest and easiest process. The price or tariff for this wet cleaning service is Rp. 4,000/kg. (5) Iron 1 day. This service serves consumers who want to iron clean clothes that they wash themselves. So the laundromat does not wash the clothes but only irons them. This service promises the goods will be finished within 1 day. The price or tariff for this 1 day ironing service is Rp. 5.500/kg. (6) Express 6 hours. This service is the fastest service, which promises the processing time will be completed on the same day, the count is 6 hours from the day of placing the goods in the Laundry. The price or tariff for this 6-hour express service is Rp. 15,000/kg. (7) Same Day 12 hours. This service promises the processing time will be completed on the same day, the count is 12 hours from the day the goods are placed in the Laundry. The price or tariff for this 12-hour same day service is Rp. 13,000/kg.

In addition to the services above, there are many more services available at Laundry Syariah 'Mr. Cling' one of which is the Dry Clean service where this service is a special washing service. It is said to be special because this service is a professional washing service for washing soft clothes, wool, sequined kebaya clothes, suits, carpets, curtains, dolls, bad covers, etc. The price or tariff for this Dry Clean service depends on the type of item being washed.

Table 1. Laundry Product Services' Mr. Cling'

Name of Laundry Service Kiloan	Price
Complete Wash (2 Days)	9,000/kg
Complete Wash (3 Days)	7,000/kg
Dry Wash (1 Day)	6.000/kg
Wet Wash (1 Day)	4,000/kg
Iron (1 Day)	5.500/kg
Express (6 Hours)	15,000/kg
Same Day (12 Hours)	13,000/kg

The explanation of the services above is a selection of services offered by the laundry 'Mr. Cling'. Laundry customer 'Mr. Cling' can choose according to the needs or the desired budget, because each service has a different price.

Table 2. Total Income in 2021 Sharia Laundry' Mr. Cling'

Month	Income
January	Rp. 40,187,553.00
February	Rp. 40,331,568.00
March	Rp. 51,405,737.00
April	Rp. 42,779,804.00
May	Rp. 52,742,426.00
June	Rp. 60,426,661.00
July	Rp. 60,763,205.00
August	Rp. 66,183,222.00
September	Rp. 61,632,980.00
October	Rp. 63,157,970.00

Excellence in Sharia Laundry 'Mr. Cling' compared to other Laundry is a washing process according to sharia, using a quality and environmentally friendly Chemical Laundry, using non-alcoholic soap and using non-alcoholic perfume or ethanol but using waterbase or methanolbase, namely liquid from fermented cassava, the scales are more accurate using scales digital, more neat, clean and hygienic, faster service and longer operating hours. In addition, Sharia laundry 'Mr. Cling' also has a program, namely free shuttle and coin laundry. Where, if the consumer wants to do Laundry but doesn't want to go to

the Laundry, the consumer just needs to contact the laundry 'Mr. Cling', after that the Laundry will come to pick up the Laundry and after it's finished will deliver the Laundry to consumers for free without a shuttle fee. While Laundry Koin has a self service system or you could say consumers wash their own clothes with the washing machine provided. In its operation, consumers will be given coins by the Laundry to be used in operating the washing machine. Before getting coins, consumers must make transactions first with the laundry party or existing employees, after which consumers will get access to use the washing machine.

This sharia laundry process is different from Laundry in general, including being processed through the following steps: Selection and identification of clothes, Spotting, Washing in running water (thaharah), Soaking, Washing in a washing machine, Rinsing, Drying, Ironing, Packaging. In Islamic economics there are four principles that must be applied in Islamic Business, namely: Tawhid (Unity), Justice (Balance), Free Will, and Responsibility. The first Islamic business principle, namely the principle of monotheism, has been applied by a company where the owner of Laundry 'Mr. Cling' provides a break when it is time to pray, especially for Friday prayers. The following is an interview on the principle of monotheism at Laundry 'Mr. Cling': "As a business owner, I always give my employees a break when it's time to pray, so praying either the 5 daily prayers or Friday prayers is an obligation for us as Muslims" (Aceng Lili: Business Owner).

The second Islamic business principle, namely the principle of justice, has been applied by the company where the company always treats consumers the same, meaning that the company never differentiates consumers in its services. The following is an interview on the principle of justice at Laundry 'Mr. Cling': "We never discriminate against consumers, because we want all consumers to get the same service" (Sri: Employee). "We never discriminate against consumers. So that later consumers will not be disappointed with the services we provide" (Lili: Employee).

The third principle of Islamic Business is the principle of free will, where in setting up an agent, the business owner never forces someone to become an agent for Laundry 'Mr. Cling', the business owner only offered someone to become an agent without any coercion, even some agents asked themselves to become a Laundry agent 'Mr. Cling'. The following is an interview on the principle of free will at Laundry 'Mr. Cling': "I have never forced anyone to become an agent

for this Laundry business, but I only offer them if they become our agent then they will benefit. Where the profit is from profit sharing if they manage to get Laundry below 3 million then they will get 25% but if they get Laundry above 3 million then they will get 30% of the Laundry they gave to the laundry 'Mr. Cling'" (Aceng Lili: Business Owner).

The fourth principle of Islamic Business, namely the principle of responsibility, means that humans as business people have a moral responsibility to Allah for business behavior. Application of the principle of responsibility in Laundry 'Mr. Cling' is good. when viewed from the materials used, it is guaranteed to be halal and the Laundry 'Mr. Cling' accepts as well as provides solutions when there are complaints that are felt or submitted by each consumer. The following is an interview on the principle of responsibility at Laundry Syariah 'Mr. Cling': "The ingredients used here are halal, for example, we make our own soap here, so God willing, it is 100% halal, and the perfume is also halal and does not contain alcohol" (Lili: Employee). "The materials we use are halal ingredients where the soap we use is 100% halal. Meanwhile, perfume also does not contain alcohol or ethanol but uses waterbase or methanolbase, namely liquid from fermented cassava" (Aceng Lili: Business Owner).

"In terms of complaints or complaints, the laundry party always listens to complaints from consumers, even we the Laundry provides 10 free washings up to compensation if the goods are damaged, damaged or lost, even though it's not entirely our fault. Because sometimes consumers themselves make mistakes. For example, consumers give us 10 laundry items even though there are only 9. When the goods are washed, there are only 9 items and the consumer insists that his statement is true. Because it is negligence on the part of our employees, we also never recalculate consumer goods when they make a transaction for the first time, so we, the laundry party, are responsible to consumers, starting from giving them 10 free washings up to compensation" (Aceng Lili: Business Owner). "After washing my clothes, I tore my clothes, I complained to the laundry employees here. And the laundry party finally gave me the compensation money" (Nining: Consumer). "Once my Laundry went missing, and the laundromat asked me to give him time to look for my lost items. After that, I finally got my stuff and the laundry employee said that I left my stuff in the dryer, then they apologized to me" (Nurhasanah: Consumer).

Based on the research I did at Laundry Syariah 'Mr. Cling'.  
Results of the Application of Islamic Business Principles in Business

Development at Laundry Syariah 'Mr. Cling' is in accordance with Islamic business principles. Where in the washing process, Laundry Syariah 'Mr. Cling' is very concerned about cleanliness, purity, halalness and prudence, including the Sharia Laundry 'Mr. Cling' uses or uses soap and perfume made from halal in the sense of non-alcohol, the washing machine used for washing is 1 machine 1 customer, before washing in the machine, first cleaning of stains and uncleanness and also washing in running water.

Mechanism in washing clothes at Laundry Syariah 'Mr. Cling', are as follows: (1) Consumers give clothes to Laundry Syariah 'Mr. Cling' to be weighed. (2) Selection of the type of clothing, only based on the type of color and clothing that fades or not. The laundry party recognizes signs or labels containing washing instructions and the type of fabric or asks consumers directly about the goods to be laundered. (3) Stain cleaning process, where the cleaning process is first wetted with water, then clean the stains on the clothes that have stains. (4) The process of soaking the clothes, after that the clothes are washed in the washing machine. (5) Rinsing process. (6) The drying process is carried out using a drying machine.

Islamic business principles applied by Laundry Syariah 'Mr. Cling'. Based on the results of interviews obtained from business owners, employees and consumers, Cling has been implemented properly. It can be seen from the informants' answers, who said that Laundry Syariah 'Mr. Cling' listening to complaints or complaints is also responsible if consumer goods are faded, lost or damaged. In addition, the application of Islamic business principles applied by Laundry 'Mr. Cling' can be said to have progress or good business development. Laundry business development 'Mr. Cling' can be seen from the increase in business branches and also the presence of several Laundry agents, 'Mr. Cling' in several places.

The application of Islamic business principles that have been applied has a positive impact on business development at Laundry 'Mr. Cling'. This can be seen from the parameters of the application of Islamic business principles in the marketing aspect, where in this aspect, the company succeeded in opening branches and having agents in several places. In addition, the application of Islamic business principles can be seen from the level of honesty of human resources and also the entire operational activities of the company. The owner of the company always instills honesty and responsibility, both worldly and hereafter responsibilities. Then, by applying Islamic business principles, the company can contribute a lot to social aspects. This can

be seen from the company's routine in setting aside income allocated for infaq, zakat, and alms. And lastly, the Laundry company 'Mr. Cling' has successfully implemented several previous aspects, so when viewed from its development, the Laundry company 'Mr. Cling' can be said to be a company that is progressing and developing and has good business prospects for the future.

## **Conclusion**

Sharia Laundry 'Mr. Cling' Ciamis is a type of business engaged in services in the form of washing and ironing services for various types of clothing, carpets and bed covers. In developing his Sharia laundry business, Mr. Cling' cooperates with several Islamic boarding schools. In addition, in his marketing activities, Sharia laundry 'Mr. Cling' is collaborating with several parties to become agents. The difference between Sharia Laundry 'Mr. Cling' with another laundry, namely the laundry 'Mr. Cling' has the concept of washing with the taharah system. Where before the clothes are washed or put in the washing machine, the stains in the clothes are cleaned first using running water. Islamic business principles applied by Laundry Syariah 'Mr. Based on the results of interviews obtained from business owners, employees and consumers, Cling has been implemented properly. In addition, the Islamic business principles applied by Laundry 'Mr. Cling' can also be said to have progress or good business development. Islamic business principles in terms of the parameters of the application of Islamic business principles have been applied positively to the business development of Laundry 'Mr. Cling' Ciamis. This can be seen from several aspects, namely: marketing aspects, human resources aspects and social aspects.

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