



Justice and Ethics in Business Law: A Legal Philosophy Perspective

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Abstract

Introduction: In the business world, law plays a crucial role as a guideline that maintains stability and justice. However, its implementation often benefits parties with significant influence, necessitating an approach that considers moral and ethical aspects to achieve true justice.

Purposes of the Research: Explore and analyze how the principles of justice and ethics rooted from the perspective of legal philosophy are applied in the practice of business law

Methods of the Research: This study employs a normative legal research method with a conceptual approach, examining legal norms, principles of distributive and commutative justice, and ethical responsibilities in business based on primary and secondary legal sources.

Results Main Findings of the Research: The findings reveal that the principles of justice and ethics in legal philosophy are applied in business law practice by prioritizing distributive and commutative justice, as well as ethical responsibility toward society. Distributive justice seeks to ensure fair business competition and equal opportunities for business actors, while commutative justice guarantees equality of rights and obligations through fair contracts. However, significant challenges remain in implementing justice and business ethics in Indonesia, including weak oversight, the dominance of large corporations, and low awareness of social responsibility.

Keywords: Justice; Ethics in Business Law; Consumer Protection.

Submitted: 2025-08-20

Revised: 2025-12-02

Accepted: 2025-12-03

Published: 2025-12-07

How To Cite: I Gede Agus Kurniawan, Putu Aras Samsithawrati, and Princess Alyssa D Tee-anastacio. "Justice and Ethics in Business Law: A Legal Philosophy Perspective." *Batulis Civil Law Review* 6 no. 3 (2025): 151-169. <https://doi.org/10.47268/ballrev.v6i3.3357>

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INTRODUCTION

In the business world, law has an important role as a guideline that maintains stability and justice in the relationship between business actors, consumers, and society. Business is very important in people's lives, because it includes various economic activities that help meet the needs and improve the economic quality of the community. Businesses can produce goods and services that suit the needs of the community, so that meeting daily needs becomes easier. With the existence of businesses, people have the opportunity to earn income or income that can help them to meet their living needs and improve their welfare. Overall, business plays an important role as a driver of the community's economy that creates opportunities for people to grow and develop, both in terms of economy, social, and the ability to use technology. Business as a *profit-oriented* activity often raises ethical dilemmas related to justice, integrity, and social responsibility. Business law, in essence,

aims to provide restrictions that protect the rights of all parties involved while regulating fair competition in the market.¹ However, in practice, legal boundaries are sometimes not enough to ensure that justice and ethics are actually enforced. This is due to the diverse interpretations of the concepts of justice and ethics, as well as business interests that often dominate legal considerations. Therefore, the perspective of legal philosophy will provide a deeper or deeper understanding of fairness and ethics in business law,² Because ethical practices in business law are very important for compliance in running a business and to achieve success in running a business for all parties involved.

The philosophy of law offers a theoretical foundation in understanding how the concepts of justice and ethics should be applied in the context of business law. Legal philosophy in business has an important role in providing ethical and moral guidance in carrying out business activities, as well as helping companies understand the implications or impacts of actions to be taken on society and the surrounding environment. The legal philosophy emphasizes the importance of fairness, which is to ensure that all parties are treated fairly, whether they are employees or workers, customers, or business partners, this includes the right to a living wage, fairness in contracts, and protection from fraudulent business practices. Through this approach, it can be analyzed how legal norms are interpreted in complex and multinational business situations. Justice, which in the context of law is often understood as an attempt to give what is due to each individual, in the realm of business faces more complex challenges. This is influenced by the characteristics of diverse business people so that they give rise to different economic strengths and understanding of the ethical standards adhered to.³ Therefore, it is important for this research to discuss how the principles of justice and ethics can be internalized in the practice of business law through a legal philosophy approach.

On the other hand, although business law has undergone rapid development to address modern challenges, there are still loopholes that are exploited to violate the principles of justice and ethics. For example, the practice of monopolies or oligopoly carried out by large corporations often ignores the interests of consumers and small business actors. That, although there are often differences in understanding or interpretation, the application of different laws, and the legal apparatus that governs it will be more advantageous or favorable to the party that has greater influence in market transactions.⁴ Therefore, there needs to be an approach that considers the moral and ethical aspects of the application of business law, so as to emphasize not only compliance with formal rules or determine what is legal and illegal, but also on the fulfillment of true values of justice. Moral and ethical aspects have a very important role in business law, as they are a strong foundation for business sustainability, trust for cooperation and the use of business results, and fairness in business practices, moral and ethical aspects teach or explain further limits on what is considered right or wrong in running a business, as well as making businesses contribute to social welfare by avoiding harmful actions community. Thus, businesses are run not only

¹ Zandra Dwanita Widodo et al., *Kewirausahaan & Manajemen Usaha Kecil* (Bandung: Widina Bhakti Persada, 2022), p. 213.

² Rodhiyah, 'Etika Bisnis Dan Keadilan Konsumen' *Forum* 39,no. 2 (2012), p. 67-68.

³ Raynaldo Sembiring, 'Tinjauan Etis Atas Fenomena Relativisme Hukum Dalam Kasus Pabrik Semen Di Rembang' *Jurnal Hukum Lingkungan Indonesia* 5, no. 2. (2019), p. 208-211, <https://doi.org/10.38011/jhli.v5i2.93>

⁴ Rustandi and R R Amanna Dzikirallah LAH, 'Implikasi Hukum Bisnis Terhadap Praktik Etika Bisnis Di Indonesia' *Jurnal Bisnis Dan Kewirausahaan* 19, no. 2 (2023), p. 59-61, <https://doi.org/10.31940/jbk.v19i2.163-172>

to pursue profits, but also play an important role in maintaining community welfare and social harmony.

In addition, ethics in business law not only relates to compliance with the law, but also encompasses broader social responsibility. In legal philosophy, business ethics can be understood as the moral foundation that shapes the behavior of business actors in their interactions with society and the environment. The ethics contain transparency or openness, the principles of honesty and responsibility that apply not only to individuals, but also jointly or collectively in a company or organization.⁵ The law serves not only as a tool to enforce compliance with regulations, but also as an instrument to promote actions that reflect corporate social responsibility towards the community and the surrounding environment. Companies or business people not only focus on financial profits, but also require businesses to play an active role in improving people's welfare and protecting the environment from the business activities carried out, so as to create a better relationship between companies or business people and the community. Companies or business people who carry out social responsibility to the community for their business activities, the company's reputation and positive image will be even better in the eyes of the public, so that it can increase customer loyalty or attraction and increase competitiveness. In addition, by complying with applicable regulations and having good ethics in running a business, it can reduce the risk of legal sanctions and financial losses due to fines or scandals that may occur.

From the perspective of legal philosophy, the role of law in business should not only be restrictive, but also proactive in encouraging the creation of ethical and fair business practices. This approach requires a synergy between the rule of law and moral norms embraced by society. Law is not merely a product of static government policies or regulations, but rather a reflection of the values of justice that develop in society. Reflection on the values of justice in society will be an effort to evaluate or assess the extent to which justice can be realized in social relations, legal systems, policies, and implementation in the daily lives of the community. Reflection on the value of justice that develops in society will be a continuous process in ensuring that all individuals receive fair treatment, their rights are well respected, and have equal opportunities or opportunities to develop. This concept is in line with the views of legal philosophers such as John Rawls who emphasized the importance of the principle of distributive justice, whereby each individual is entitled to fair treatment without discrimination.

Distributive justice in business is considered as one of the efforts to achieve a greater and equal balance in all large and small business actors, as well as between consumers and companies.⁶ Distributive justice is related to how values, fulfillment of rights, and resources are distributed fairly and equitably, whether among workers, customers or consumers, or society as a whole, so as to ensure that the results and burdens of business activities are distributed in a balanced, equitable, and equitable manner as they should. Overall, distributive justice ensures that the benefits of a business activity can be enjoyed equally, increasing cooperation, minimizing inequality, and creating stronger relationships between the company and the parties involved in the business it runs. Increasing cooperation will

⁵ Nurjamil and Suarny Amran, *Buku Referensi Hukum Dan Etika Bisnis Koperasi* (Malang: Literasi Nusantara Abadi Grup 2023), p. 53.

⁶ Bonnarty Steven Silalahi et al., 'Perspektif Keadilan Menurut Aristoteles Dan Implikasinya Dalam Etika Bisnis' *Innovative: Journal Of Social Science Research* 3, no. 4 (2023), p. 1937-1938.

have a positive impact created from collaboration between individuals, companies, and organizations in carrying out business activities in accordance with applicable legal rules. Good cooperation from a business law perspective will bring benefits that not only benefit the parties involved in the business, but also have a positive impact on society and the economy in general.

However, applying legal philosophy in a business context is not easy, especially in a legal system that is often influenced by political and economic forces. Many business decisions are based on purely economic interests, without considering the ethical impact of those actions. Often, what is considered ethical is not always in line with or not always in accordance with the main goal of a business, which is to gain financial profit, legal philosophy provides guidance regarding fairness, but in its application in business can vary depending on a person's point of view. For example, decisions to reduce production costs through worker exploitation or environmental destruction are often taken to maximize profits, even if it violates the principles of business ethics.⁷ This is where legal philosophy plays a role in providing guidance in considering moral factors in business decision-making, so that law serves not only as a rigid rule, but also as an ethical guide that respects individual rights and environmental sustainability.

The development of business law in the contemporary era, various legal issues continue to develop along with the dynamics of the global economy and technological advancements. One of the relevant legal issues today is increasing regulations on healthy business competition, consumer protection in digital transactions, and corporate social responsibility. Stricter policy changes in tackling monopoly and cartel practices are a major concern in ensuring fairness in the business world. In addition, technological advances also present new challenges in business law, such as the protection of consumers' personal data in e-commerce and fintech transactions, which are increasingly regulated in various laws and regulations. On the other hand, the ethical aspect of business law is increasingly in the spotlight with increasing demands on companies to run a sustainable business and be responsible for the environment and society. Therefore, this research is important in examining the application of justice and ethics in business law from the perspective of legal philosophy, in order to understand how the law responds to new challenges in business practice in Indonesia.

METHODS OF THE RESEARCH

This research uses normative legal research methods, which focuses on the analysis of applicable legal rules, principles, and norms to understand how justice and ethics should be applied in the context of business law. This method allows researchers to examine the legal doctrines as well as the philosophical concepts underlying the application of law in business. With this method, research can explain the concepts of justice and ethics in business law based on primary and secondary legal sources, such as laws and regulations, jurisprudence, and legal literature.⁸ All of these will be the basis for writing the results of research that have been carried out by researchers. The approach used in this study is a conceptual approach. Through a conceptual approach, this research will identify, explore, and delve into the concepts of justice and ethics in legal philosophy, which are relevant in the application of business law. This approach makes it possible to dig into a deeper understanding

⁷ James R. Situmorang, 'Beberapa Keterkaitan Antara Politik Dan Bisnis' *Jurnal Administrasi Bisnis* 5, no. 2 (2009): 146, 157, <https://doi.org/https://doi.org/10.26593/jab.v5i2.2111.%25p>

⁸ Peter Mahmud Marzuki, *Penelitian Hukum* (Jakarta: Kencana, 2017), p. 35.

of the basic principles that underlie fair and ethical business law. This approach also allows research to integrate legal philosophical theories related to justice and ethics in business law, thus providing a broader and more fundamental perspective on the issues or themes raised. The source of legal materials in this study consists of primary, secondary, and tertiary legal materials. Primary legal materials include laws and regulations that regulate business law and aspects of justice and ethics in Indonesia, such as Law Number 5 of 1999 concerning the Prohibition of Monopoly Practices and Unfair Business Competition. Secondary legal materials include legal literature, scientific articles, legal journals, and scholarly works that discuss legal philosophy, justice, and ethics in the context of business. Meanwhile, tertiary legal materials include legal dictionaries, encyclopedias, and other reference sources that support the understanding of basic concepts in research.⁹ The data collection technique in this study was carried out through a literature study. Literature studies are carried out by collecting, analyzing, and reviewing relevant literature from various legal sources, both in the form of regulatory documents, books, scientific articles, and legal journals.¹⁰ This process is important to obtain accurate and comprehensive data, so that the analysis is based on valid data that is relevant to the research topic. The data analysis technique in this study is descriptive-qualitative analysis, which is used to interpret the data and legal materials that have been collected. In this analysis, data will be compiled, classified, and interpreted to describe in depth the application of fairness and ethics in business law from a legal philosophy perspective. This descriptive-qualitative analysis allows the research to provide a clear description of the research results in a narrative manner, so that the reader can understand the complexity of the concepts of justice and ethics in business law. This analysis will also provide a function to draw conclusions based on relevant data and theories, as well as provide recommendations based on research findings.¹¹

RESULTS AND DISCUSSION

A. The Principles of Justice and Ethics in Legal Philosophy Are Applied in The Practice of Business Law

The principles of justice and ethics in legal philosophy are important foundations in directing the practice of business law to create fair, transparent, transparent, and responsible business relationships. The principles of fairness and ethics in business can help companies not only focus on profit or financial profits, but also pay attention to the rights, obligations, and impact of their business activities on individuals, society, and the environment. The ethical principles in the philosophy of business law are related to moral values and standards of behavior that are guidelines for companies in running their business.

In practice, these principles have a broad scope that includes the fulfillment of the rights of the parties, the regulation of fair business competition, and the application of ethical standards that maintain market trust and integrity.¹² In Indonesia, various laws and regulations have been implemented to support these values, such as Law Number 5 of 1999 concerning the Prohibition of Monopoly Practices and Unfair Business Competition, Law Number 8 of 1999 concerning Consumer Protection, and Law Number 40 of 2007 concerning Limited Liability Companies. In addition, this approach is also in line with the development of global business ethics that emphasizes the importance of corporate social responsibility, so that the law does not only focus on profits alone but also considers social impacts. Ethics

⁹ Zainuddin Ali, *Metode Penelitian Hukum* (Jakarta: Sinar Grafika, 2010), p. 17.

¹⁰ Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif* (Bandung: Alfabeta 2019) 15.

¹¹ Lexy J. Moleong, *Metodologi Penelitian Kualitatif* (Bandung: Remaja Rosdakarya, 2017), p. 23.

¹² Inge Dwisvimiari, 'Keadilan Dalam Perspektif Filsafat Ilmu Hukum' *Jurnal Dinamika Hukum* 11, no. 3 (2011), p. 522-526, <http://dx.doi.org/10.20884/1.jdh.2011.11.3.179>

in carrying out business law is a moral principle or value that can regulate the behavior of each individual or organization in running an agreed business. Business ethics can provide certainty regarding the sustainability of business activities that are carried out fairly, transparently, honestly, compliantly and responsibly to all stakeholders in the business. Balancing business interests with ethical and fair principles in business will help to create a sustainable and harmonious work environment or business environment.

From the perspective of legal philosophy, the principle of justice in business law includes the concept of distributive justice, in which each party in the business world gets equal rights and treatment according to his or her contribution and position. This justice can be understood as an effort to create a balance between the interests of various parties involved in business, including large companies, small and medium enterprises (MSMEs), and consumers. The theories of justice from philosophers such as John Rawls, for example, were instrumental in providing this view of distributive justice. Rawls argued that justice should benefit the weaker parties in a system, so that all individuals can benefit fairly within a given social or economic structure.¹³

In the context of business law, this means that there is legal protection for MSMEs and consumers who often have a weaker position compared to large companies. Keep in mind that MSMEs play an important role in the economy, especially the economy in developing countries such as Indonesia, but generally MSMEs have limitations in terms of resources, capital or costs, as well as access to technology. Consumers in the business ecosystem are a central element because consumers determine the number of demand and needs for products and services offered. Although consumers have a central role in business, they often have limited access to information and protection of their rights as consumers, especially regarding the production process and the impact of the products they purchase. Limited access by consumers will make it possible for consumers to hinder the fulfillment of goods, services, and all related information from transactions that have been made.

The regulation that supports this concept of distributive justice in Indonesia is represented by Law Number 5 of 1999 concerning the Prohibition of Monopoly Practices and Unfair Business Competition. The law has a very important urgency in maintaining healthy competition in Indonesia and aims to prevent and overcome business practices that undermine competition in business. This law affirms that every business actor has the right to compete in a healthy and fair manner in the market. The prohibition of monopolistic and oligopoly practices, often carried out by large corporations to control the market, is a clear example of the application of distributive justice in business law. With this law, the government aims to protect small business actors so that they can compete with equal opportunities. Overall, the law is a protection for consumers, MSMEs, and other business actors in creating healthy and equitable business activities, increasing economic competitiveness, and protecting consumer rights. The prohibition of monopolistic practices also supports the creation of a healthy competitive climate, which will ultimately benefit consumers through improved product quality and price reductions.¹⁴ Prohibitions against monopolistic practices in business law are expected to prevent excessive market dominance

¹³ Anis Wulandari, 'Menyingkap Nilai Keadilan (Dalam Perspektif Syari'ah Islam) Yang Terkandung Di Dalam Good Corporate Governance' *Jurnal InFestasi* 5, no. 2 (2010): 95-99, <https://doi.org/10.21107/infestasi.v6i2.484>

¹⁴ Wafiya, 'Politik Hukum Pembentukan Undang-Undanglarangan Praktek Monopoli Dan Persaingan Usaha Tidak Sehat' *FIAT JUSTISIA : Jurnal Ilmu Hukum* 6, no. 4 (2015), p. 657-660, <https://doi.org/10.25041/fiatjustisia.v8no4.323>

by certain companies or by groups of companies that could be detrimental to healthy competition and consumers. Companies that already have a better name or integrity and control the market are prohibited from using their dominant position to hinder or destroy their company's business competitors, this is a form of applying the principles of ethics and justice in business.

In addition to distributive justice, the philosophy of law also emphasizes the principle of commutative justice, which focuses on equality in exchanges between individuals or entities. The principle of commutative justice is related to justice in the reciprocal relationship between business actors, namely by fulfilling rights fairly and carrying out all their obligations according to their respective portions. The principle emphasizes the importance of fairness in business practices and in business contractual relationships, including the relationship between buyers and sellers, employers or companies with workers, and companies with their business partners. This principle is relevant in business contracts and trade agreements, where each party has equal rights and obligations in fulfilling the agreement. For example, in the case of buying and selling, the contract between the company and the consumer must reflect a fair deal in which the consumer gets a product or service that matches the promised quality, while the company receives reasonable payment.

Law Number 8 of 1999 concerning Consumer Protection regulates this matter by giving consumers the right to obtain true, clear, and honest information about product conditions, so that consumers are not harmed due to information imbalances or fraudulent practices carried out by companies.¹⁵ Correct information about a product or service is very important for consumers, because it can influence consumers to make the right decisions before making buying and selling transactions and to avoid the risk of losses for consumers. Transparent information can help consumers avoid misleading products or services, thus protecting consumers from fraudulent practices.

On the other hand, the ethical principle in business law refers to the moral responsibility that must be carried out by every business actor in running his business. Business ethics emphasizes that companies are not only oriented towards financial profits, but must also consider the impact of their business activities on society and the environment. Companies must be committed to making a positive contribution to society and the environment, in practice by having social responsibility to consider the social and environmental impacts of the business activities carried out. This principle is especially important in the modern era where society is increasingly critical of irresponsible business practices, such as labor exploitation, environmental damage, or fraudulent practices in trade.

In Indonesia, Law Number 40 of 2007 concerning Limited Liability Companies, especially Article 74, affirms the importance of *Corporate Social Responsibility* (CSR). Through this regulation, companies are required to contribute positively to the community and the surrounding environment, so that business activities not only benefit the company, but also provide benefits to the community.¹⁶ The ethical principles in business law not only emphasize the importance of complying with existing regulations, but also to build trust

¹⁵ Mashuril Anwar, Rini Fathonah, and Niko Alexander, 'Menelaah Keadilan Dalam Kebijakan Penanggulangan Illegal Fishing Di Indonesia: Perspektif Konsep Keadilan Thomas Aquinas' *SASI* 27, no. 2 (2021), p. 126, 131.

¹⁶ Lussy Widia Asmaraningtyas et al., *Etika Bisnis Dan Profesi* (Bandung: Media Sains Indonesia, 2023) 43.

and a company's reputation in the business market. Business actors who apply ethical principles in running their businesses tend to be more successful in running their businesses in the long term, because they can create better relationships with customers or consumers, with workers, with the government, and with society at large. In addition, the application of good ethics in business will also support the improvement of sustainable economic development and even more equitable social relations. As economic development continues to increase, the welfare of the people in general will also increase.

Corporate Social Responsibility (CSR) is one of the important aspects of business ethics that aims to ensure that companies not only pursue economic benefits, but also make a positive contribution to society and the environment. However, in the discussion of CSR in this article, there is an impression that CSR is mandatory for all companies, even though legally this obligation only applies to companies engaged in certain fields. Based on Article 74 of Law Number 40 of 2007 concerning Limited Liability Companies, the obligation to implement CSR is only imposed on companies that run their business in the field of or related to natural resources. This means that companies that exploit natural resources, both in the form of extraction and management, such as mining companies, large plantations, and the oil and gas industry, are obliged to carry out social responsibility as a form of compensation for the impact caused on the environment and the surrounding community.¹⁷

On the other hand, for companies that are not engaged in the field of natural resources, the implementation of CSR is voluntary or better known as a moral commitment in running a sustainable business. Many manufacturing, banking, and e-commerce companies, for example, continue to run CSR programs even though they are not legally required. This is done as part of a business strategy to improve the company's image and build good relationships with the community.¹⁸ For example, several large technology companies in Indonesia run CSR programs by providing digital training for MSMEs or supporting education by providing scholarships for outstanding students. While there are no legal sanctions for companies that are not engaged in the field of natural resources to carry out CSR, this practice is increasingly becoming part of modern business standards, especially in an era where consumers and stakeholders are increasingly paying attention to the social responsibility aspect in choosing a company's products and services.

Furthermore, although regulations have regulated CSR obligations for certain sectors, there are still challenges in their implementation. Some companies that are required to carry out CSR often only run programs as a formality without having a significant impact on society. Therefore, supervision and evaluation of the implementation of CSR needs to be improved to ensure that the programs carried out truly contribute to social and environmental development. The government through the Ministry of Environment and Forestry and other regulatory agencies needs to be more active in ensuring that companies related to natural resources carry out their obligations responsibly and sustainably.¹⁹ Thus,

¹⁷ Roida Purba et al., "Penerapan Etika Bisnis Dan Tanggung Jawab Sosial Sebagai Langkah Mewujudkan Pemasaran Global Yang Berdaya Saing Tinggi," *Didaktik* 9, no. 5 (2023), <https://journal.stkipsubang.ac.id/index.php/didaktik/article/view/2227>.

¹⁸ Camila Putri Andriana and Suhermin, 'Analisis Program Csr (Corporate Social Responsibility) Dalam Pengembangan Bisnis Masyarakat' *Jurnal Ilmu Dan Riset Manajemen* 13, no. 1 (2024): 1-13.

¹⁹ Anjar Nopriyanto, 'Analisis Pengaruh Corporate Social Responsibility (Csr) Terhadap Nilai Perusahaan' *Komitmen: Jurnal Ilmiah Manajemen* 5, no. 2 (2024), p. 1-2, <https://doi.org/10.15575/jim.v5i2.37655>

CSR is not only a legal obligation for certain sectors, but can also be a business culture that is oriented towards sustainability and community welfare.

The application of the principle of fairness in business practices is one of the keys to creating an ethical, fair, and sustainable business environment. The principle of fairness in business law will place more emphasis on fair or equal treatment or attitude, no disparity, and no discrimination. Fair business practices will not only increase the growth of the company, but will also create the welfare of the community and economic development more broadly. The principle of fairness in relations with employees or workers can be assessed by the provision of salaries and compensation commensurate with their contributions, responsibilities, and quality of work, as well as by providing opportunities to develop workers' careers through training, promotions, and professional development opportunities. The principle of fairness with consumers can be judged from the transparency of price and quality that is in accordance with the truth and provides fair services to every consumer without any discrimination. The principle of fairness with suppliers or business partners can be judged from fair negotiations in good faith and respect for the rights of business partners, as well as payments that are in accordance with the agreed time. The principle of fairness in marketing activities can be judged from the creation of honest and non-misleading advertisements, as well as avoiding monopolistic practices or price fixing that are detrimental to consumers.

The principle of justice can also be applied in the work environment, namely by creating a comfortable and safe work environment from all forms of discrimination and harassment, as well as by providing proper or adequate facilities for all workers. The application of the principles of justice and ethics is expected to be able to prevent various irregularities in the business world that are often detrimental to society. For example, without the application of ethics and justice, a large company may engage in monopolistic practices that exclude small business actors from the market. This reflects the importance of implementing justice in maintaining equal rights between business people with various backgrounds. From the perspective of legal philosophy, the principle of justice must underpin every legal policy, including in the context of business, in order to achieve a balance that supports the common welfare.²⁰ Overall, the application of the principle of fairness in business is not only about meeting legal or legal demands of the business, but also about building a positive and sustainable company culture. By applying the principle of fairness, business actors or companies not only contribute to the long-term success of the company but also create a good impact on society and the environment from the business activities carried out. These principles can help companies to build trust and a good reputation in the eyes of consumers, workers, and all stakeholders, as well as increase the competitiveness and attractiveness of the company.

Furthermore, the ethical principles in business law emphasize that companies need to prioritize integrity and honesty in carrying out their business activities. Integrity and honesty are two important pillars in running a successful and sustainable business that not only contributes to the company's reputation but also builds strong relationships with workers, consumers, and society. In an increasingly competitive and complex business world, integrity and honesty are essential to achieving long-term business success. A

²⁰ Farid Wajdi et al., *Pengantar Pendidikan Antikorupsi: Teori, Metode Dan Praktik* (Bandung: Widina Media Utama, 2024).

business is not only oriented to immediate profits, but more important than that is the sustainability of a business, a business that has good potential in ethics and good faith from the parties, will create a healthy, harmonious, and oriented business to continue to progress and develop. This ethics refers to the moral norms that prevail in society as well as universal principles such as honesty, fairness, and responsibility.

Companies that implement good business ethics will strive to maintain consumer trust, avoid harmful practices, and respect workers' rights.²¹ This not only maintains good relations with consumers and workers, but also creates a positive image of the company in the eyes of the public. When a company acts unethically, such as by deceiving consumers or engaging in unhealthy business practices, public trust in the company will decline, which can ultimately harm the company itself. In addition, by applying the principle of trust in business, it can help reduce risk in business transactions. When all parties in the business have trusted each other, then they will be more open to sharing information and resources that can increase innovation and efficiency in running a business. By focusing on efficiency and innovation, businesses can create higher value in the eyes of consumers, workers, shareholders, and business partners, as well as become a strong foundation for long-term business growth.

In the context of business law, the application of justice and ethics is not only limited to the applicable law, but also to the morality held by the business person himself. The philosophy of law teaches that law should not only be a tool of coercion, but also a guideline that reflects moral values in society. Therefore, these principles of fairness and ethics can be the foundation for the creation or drafting of business regulations and policies, so that the law is not only to regulate, but also to direct business behavior to achieve the common good in business relationships.²² For example, this ethical principle can be seen in the implementation of CSR that encourages companies to contribute to society and the environment. While this social responsibility is not always legally required, the implementation of CSR shows that companies can act ethically and fairly without having to be bound by strict regulations.

CSR is a form of the company's commitment to operate or run its business ethically, making a positive contribution to society by considering the social, environmental, and economic impacts of the business activities carried out. The implementation of CSR in business is not only a trick to improve the company's reputation, but also a strategic need that has a positive impact on the company and society. By committing to social responsibility, companies can build better relationships with consumers, workers, and communities, as well as improve business quality and give businesses a great opportunity to grow. A business that has good potential to develop not only requires financing or capital that must continue to be processed, but also fairness in running a business will affect the sustainability of a business.

Overall, the principles of fairness and ethics in legal philosophy play an important role in shaping fairer and more responsible business law. Existing regulations in Indonesia, such as the Anti-Monopoly Law, the Consumer Protection Law, and the Limited Liability

²¹ Ris Handayani, *Etika Dan Hukum Bisnis* (Jakarta: STIE IPWIJA, 2021).

²² Maulida, Novita, and Siti Femilivia Aisyah, 'Etika Bisnis Islam: Implementasi Prinsip Keadilan Dan Tanggung Jawab Dalam Ekonomi Syariah' *El-Iqtisadi Jurnal Hukum Ekonomi Syariah Fakultas Hukum Dan Syariah* 6, no. 1 (2024): 49-61, <https://doi.org/10.24252/el-iqtisady.vi.46740>

Company Law, are a form of implementation of the principles of justice and ethics that are tailored to the needs and values of society. In their application, some of these principles require business actors to respect each other's rights in business relationships, be fair in conducting business competition, and maintain or improve integrity and social responsibility in business.²³

By applying these principles, it is hoped that a business world will be created that is not only economically profitable, but also has a positive impact on society as a whole. Businesses that can have a positive impact on society play an important role in creating social change and a sustainable business environment. By integrating social responsibility in running a business, companies can contribute to better community development while still achieving their expected financial goals. When the community in general feels the benefits of the business that is run and the financial benefits are also obtained by the parties in the business, it will increase the welfare of the community and business people, all of which can be a driving factor for the business to be able to continue to progress and develop.

In the application of the principles of justice and ethics in the practice of business law, there are various concrete examples that show how these principles are implemented in the business world. One example is the implementation of Law Number 5 of 1999 concerning the Prohibition of Monopoly Practices and Unfair Business Competition. This regulation aims to create a fair and competitive business climate by prohibiting monopolistic practices that harm small businesses and consumers. For example, the decision of the Business Competition Supervisory Commission (ICC) on the case of the cement industry cartel in Indonesia shows how the law can be applied to crack down on unfair business competition practices.²⁴ In these cases, several large companies were proven to have made price fixes that hindered competition, so ICC imposed sanctions on the companies involved. The application of the principle of justice in business law through business competition supervision aims to ensure that all business actors, both large and small, have equal opportunities to compete in the market.

In addition, in the aspect of computational justice, the implementation of this principle can be seen in regulations that regulate companies' obligations in carrying out fair and transparent business contracts. An example is Law Number 8 of 1999 concerning Consumer Protection which requires business actors to provide honest information about the products or services they offer. In practice, this principle is applied in legal cases where companies are proven to have misrepresented consumers. For example, in the case of disputes between consumers and e-commerce companies, there are many cases where consumers do not receive goods according to the promised description.²⁵ With this regulation, consumers have a legal basis to demand their rights, and companies that violate them can be subject to administrative and legal sanctions. The existence of this regulation is a tangible form of the application of justice in business law to protect consumer rights and ensure that business transactions take place in a transparent and fair manner.

²³ Masrukhin, Rekonstruksi Regulasi Tanggung Jawab Pelaku Usaha Dalam Rangka Mewujudkan Perlindungan Konsumen Yang Berbasis Nilai Keadilan (Tesis, Universitas Islam Sultan Agung, 2023) 27.

²⁴ Handayani (n 21).

²⁵ Rindang Adrai and Didin Hikmah Perkasa, 'Penerapan Etika Bisnis Dan Tanggung Jawab Sosial Perusahaan Dalam International Human Resources Management' *Jurnal Manajemen Dan Bisnis Madani* 6, no. 2 (2024), p. 68, <https://doi.org/10.51353/jmbm.v6i2.950>

The ethical principles in business are also reflected in the company's obligation to carry out social responsibility or Corporate Social Responsibility (CSR). Based on Law Number 40 of 2007 concerning Limited Liability Companies, companies engaged in certain sectors to carry out CSR programs as a form of contribution to society and the environment. For example, companies in the mining and plantation sectors are required to provide social benefits to the surrounding community, such as infrastructure development, scholarships, or economic empowerment programs for local residents.²⁶ One concrete example of the implementation of CSR is a program carried out by palm oil companies in Sumatra that builds schools and health facilities for the surrounding community as part of its social responsibility. Through the application of these ethical principles, companies are not only profit-oriented, but also pay attention to the social and environmental impact of the business activities they run.

However, although various regulations have been implemented to uphold fairness and ethics in business, the challenges in their implementation are still great. One of the main obstacles is the weak supervision of the implementation of these regulations. Many companies still engage in practices that are not in accordance with the principles of fairness and ethics, such as unfair wage setting, labor exploitation, or environmental pollution due to irresponsible production activities.²⁷ For example, in some cases in the manufacturing sector, it was found that companies paid workers below the regional minimum wage as well as ignored occupational safety. Cases like this show that even though regulations are in place, stricter oversight and stronger law enforcement are still needed to ensure that the principles of fairness and ethics are truly applied in business law practice.

Overall, the application of the principles of justice and ethics in business law in Indonesia has been accommodated in various regulations and legal cases. However, its effectiveness depends heavily on the extent to which the regulation is enforced and the extent of the awareness of business actors in running a fair and ethical business. By strengthening supervision, increasing legal awareness, and encouraging company compliance with business ethics standards, it is hoped that the application of the principles of justice and ethics in business law can run more optimally and provide benefits for all parties involved in the business world.

B. Challenges Faced in the Application of Justice and Business Ethics According to the Perspective of Legal Philosophy in Indonesia

The challenges in the application of business justice and ethics from the perspective of legal philosophy in Indonesia include several complex factors, both in terms of regulation, law enforcement, and in terms of awareness and compliance of the business actors themselves. Business law in Indonesia regulates how each business entity behaves in the market, interacts with consumers, and competes in a healthy manner. However, in practice, the application of the law often encounters various obstacles, especially when it comes to aspects of justice and ethics. These challenges are due to differences in interests, both between business people and consumers and between business actors who have different

²⁶ Sudarsana, 'Tinjauan Teoritis Tentang Implementasi Tanggung Jawab Sosial Perusahaan' *Dialektika Masyarakat: Jurnal Sosiologi* 2, no. 1 (2018), p. 83.

²⁷ Hendra and Arry Halbadika Fahlevi, 'Implementation of Good Corporate Governance (GCG) Principles in PDAM Tirta Ogan, Ogan Ilir District' (Iapa Proceedings Conference, October 2024), p. 187.

market forces.²⁸ In this regard, it is important to further examine the challenges that arise in the application of justice and business ethics in Indonesia, with reference to relevant laws and regulations and understanding the limitations in practice. Digging deeper into relevant laws and regulations in running a business is very important for companies or business actors to ensure that business activities are carried out in accordance with the rules and free from legal problems.

One of the main challenges in the implementation of business justice is the weak supervision and enforcement of business practices that harm consumers or small business actors. In Law Number 8 of 1999 concerning Consumer Protection, there are provisions that regulate the obligation of business actors to act honestly, transparently, and not mislead consumers. However, on the ground, there are still many violations of consumer rights, such as price manipulation, misleading advertising, or a lack of transparency in the delivery of product information. Such practices show that the application of the principle of fairness in business law is still weak, especially when it comes to ensuring the rights of consumers fairly. In addition, weak supervision from the government in protecting consumer rights can provide space for business actors to ignore or even not apply ethical values that should be the foundation for running a business or whatever it is.²⁹ Weak government supervision in protecting consumer rights can have a detrimental impact on society and undermine trust in a business product or service. With stronger and more effective supervision, it is hoped that consumer rights can be better protected, so that it can be a trigger to create a fair, transparent, quality, and highly competitive business market.

In addition to consumer protection issues, another challenge that is no less important is the monopolistic and oligopoly practices carried out by large companies, which often hinder healthy business competition. Law Number 5 of 1999 concerning the Prohibition of Monopolistic Practices and Unfair Business Competition regulates efforts to prevent business practices that are detrimental to competition. However, in practice, large companies with strong resources and influence in the market are still able to dominate the market through various strategies that sometimes conflict with the principles of distributive justice. The practice of monopolies or price fixing carried out by large companies, for example, not only harms small business actors, but also limits consumer choice and often leads to uncompetitive product prices. This situation shows that there are still weaknesses in ensuring fairness for all businesses in Indonesia, especially small and medium-sized enterprises that are often in a weaker position in competition.³⁰ Business law in Indonesia faces various challenges that make it less than optimal in ensuring justice for all business actors, this can happen due to weak understanding of regulations, lack of regulatory coverage of all aspects of business, weak supervision, lack of legal implementation, and fair access for all business actors that are still uneven. A business that is run without justice is not harmonious.

From the perspective of legal philosophy, fairness in business should include providing equal opportunities for all business actors to compete in a healthy and balanced manner.

²⁸ Nurjamil and Amran (n 5) 17

²⁹ Dedon Dianta, 'Urgensi Penegakan Hukum E-Commerce Di Indonesia: Sebuah Tinjauan Yuridis' *Arus Jurnal Sosial Dan Humaniora* 3, no. 1 (2023): 1-11, <https://doi.org/10.57250/ajsh.v3i1.173>

³⁰ Mukti Fajar, Reni Budi Setianingrum, and Muhammad Annas, *Hukum Perlindungan Konsumen Dan Persaingan Usaha* (Yogyakarta: Pustaka Pelajar, 2019).

However, in Indonesia, this reality is often hampered by unequal economic power between large and small business actors. The policies implemented by the government in tackling monopolies or oligopoly often do not provide enough deterrent effect for large business actors. There are many cases where the sanctions or fines imposed on large business actors are not proportional to the impact of losses caused to the market or other business actors.³¹ Thus, the application of fairness in business law is still far from expectations, as the policies implemented have not fully focused on creating a fair balance in the business environment. In various cases, policies in Indonesia are still not fully focused on creating a fair balance in business, some policies or regulations often only benefit large companies or certain sectors, while MSME actors still face various complex challenges in their business sustainability.

In addition to the aspect of fairness, ethical challenges in business law are also a major concern, especially when companies are faced with a choice between financial gain and social responsibility. Financial gain and social responsibility often clash in running more complex businesses, as the two focus are quite opposite, making it a challenge to strike a balance between the two. In this context, the ethical principles contained in business law often clash with the profit motivations that dominate business decisions. Many companies are reluctant to fulfill their social responsibility to the environment and society, even though there are regulations governing Corporate Social Responsibility (CSR) as stipulated in Law Number 40 of 2007 concerning Limited Liability Companies. CSR is supposed to be a form of ethical compliance from companies towards the community and the surrounding environment, but in reality, many companies only implement CSR as a formality or even ignore it altogether.³² This shows that the application of ethics in business law still faces great challenges, especially in terms of forming a true moral awareness among business people. In fact, total awareness of social responsibility in business has an important role in creating a positive impact on society, the environment, and the sustainability of a business.

Business ethics in law also include transparency and integrity in delivering information to consumers, but fraudulent practices or concealment of information are still rampant. In this case, the principle of transparency that is supposed to protect consumers from harmful practices is often ignored. Existing regulations such as the Consumer Protection Law and various regulations in the banking and financial sectors have not been able to fully guarantee the integrity of business actors in doing business. The lack of strict supervision and weak law enforcement provide opportunities for some businesses to act outside the ethics that should be upheld in the business world. The ethical principles contained in business law become difficult to apply when the law fails to function as a guardian of morality in the business world.³³ When a company or business activity is carried out in accordance with ethical principles, it has shown a commitment to honesty, responsibility, and integrity that can improve the good image of the company and become a strong link with workers, consumers, business partners, and the community. Between the parties in the business, there will be a legal relationship that will be formed from the transactions carried out. Legal relations are when the law will guarantee the fulfillment of their rights, as well

³⁰ Bheti Widyastuti, 'Kajian Pidana Kerja Sosial Ditinjau Dari Segi Sosiologi Hukum' *Jurnal Hukum Dan Pembangunan Ekonomi* 8, no. 2 (2021), p. 56-58, <https://doi.org/10.20961/hpe.v8i2.49756>

³¹ Aharon Tziner and Menachem Persoff, 'The Interplay between Ethics, Justice, Corporate Social Responsibility, and Performance Management Sustainability' *Frontiers in Psychology* 15 (2024): 1- 8, <https://doi.org/10.3389/fpsyg.2024.1323910>.

³² Chukwuka Elendu et al., 'Legal Implications for Clinicians in Cybersecurity Incidents: A Review' *Medicine* 103, no. 39 (2024): 1-10, <https://doi.org/10.1097/MD.00000000000039887>

as impose obligations on the parties, both of which must be equally fulfilled in conducting business relations.³⁴ By creating a harmonious and good legal relationship in business, it will create balanced business practices. Balance in business includes not only the parties who enter into an agreement to do business, but also between the parties with the impact or benefits provided to the other party of the business relationship that has been carried out.

Another challenge is the existence of regulations that have not been able to accommodate rapid business development, such as in the digital industry. In the era of technology and globalization, digital businesses and online transactions have grown rapidly, but regulations governing ethics and fairness in digital business are still limited. Existing regulations are often unable to keep pace with changing market dynamics, resulting in many ethical issues, such as consumer data protection and secure transactions. Law Number 11 of 2008 concerning Information and Electronic Transactions regulates several basic aspects of digital transactions, but in practice there are still many challenges in the application of the principles of justice and ethics that apply in the world of digital business.³⁵ The digital business world has different characteristics from traditional businesses, due to the existence of a wider or unlimited market space, faster interactions so that they are less controlled, and the use of increasingly complex technology. This can create new challenges in carrying out the principles of justice and ethics. In every interaction carried out in business to achieve justice, a social system will definitely be created. A social system is a system that involves several individuals who will interact with each other in carrying out their activities.³⁶ With the interaction between individuals, business relationships will be carried out. Because in fact, what is called a business must have a relationship or transaction that occurs between individuals in running a business, and business will not be separated from the role of the community. Participation from the community will be a tool to get information about what are the needs and attitudes of the community.³⁷ A good relationship between the parties to a business contract is supported by good participation from the community, so if at any time a dispute arises in business law, it can be resolved as much as possible with restorative justice. *Restorative justice* is the result of legal developments in Indonesia that have given birth to several legal products for law enforcers,³⁸ To be able to apply rhetorical justice, good faith from the parties involved in the business is required. Because, whether or not there is an element of good faith will be the basis for considering that an act can be classified as a mandatory act or an act that is not obligatory.³⁹

Based on these challenges, it can be concluded that the application of justice and business ethics from the perspective of legal philosophy in Indonesia still faces various obstacles. Existing regulations have not been able to fully answer the challenges of creating

³³ Kornelius Benuf, Siti Mahmudah, and Ery Agus Priyono, 'Perlindungan Hukum Terhadap Keamanan Data Konsumen Financial Technology Di Indonesia: Indonesia' *Refleksi Hukum: Jurnal Ilmu Hukum* 3, no. 2 (2019): 145, 153, <https://doi.org/10.24246/jrh.2019.v3.i2.p145-160>

³⁴ Lusi Tuttur Mulia, 'Kewarganegaraan Digital Pada Era Globalisasi Di Indonesia' *Iuris Studia: Jurnal Kajian Hukum* 4, no. 1 (2023): 1-9, <https://doi.org/https://doi.org/10.55357/is.v4i1.321>

³⁵ Putu Eva Ditayani Antari and I Kadek Budiadinata Satriatama Adnyana, 'Kewenangan Dan Kekuatan Hukum Putusan Yang Dikeluarkan Oleh Kerta Desa Adat Di Bali' *Refleksi Hukum: Jurnal Ilmu Hukum* 7, no. 2 (2023), p. 187-188.

³⁷ Syofiarti, 'Peran Serta Masyarakat Dalam Pengambilan Keputusan Pada Kegiatan Pertambangan Untuk Mewujudkan Pembangunan Berkelanjutan' *Refleksi Hukum: Jurnal Ilmu Hukum* 6, no. 1 (2022), p. 19-22, <https://doi.org/10.24246/jrh.2022.v7.i1.p19-36>

³⁸ Rendy Airlangga, Hizkia Andhian Pradipta, and Dyta Widi Erdianto, 'Reformulasi Konsep Diversi Berdasarkan Cita Hukum Non-Diskriminasi' *Refleksi Hukum: Jurnal Ilmu Hukum* 8, no. 1 (2024), p. 17, <https://doi.org/10.24246/jrh.2023.v8.i1.p17-38>

³⁹ Wahyu Widiyaningrum and Iwan Erar Joesoef, 'Penerapan Asas Actio Paulina Kepailitan Dan Perlindungan Hukumnya Terhadap Pembeli Yang Beritikad Baik' *Refleksi Hukum: Jurnal Ilmu Hukum* 8, no. 1 (2024), p. 57-59, <https://doi.org/10.24246/jrh.2023.v8.i1.p57-74>.

distributive justice in the business environment, optimally protecting consumer rights, and ensuring that business actors comply with high ethical standards. In addition, the lack of strict supervision and law enforcement causes legal loopholes to be exploited by business actors to gain profits without considering their social impact. Therefore, there is a need to increase the formation of regulations that are more responsive to business developments and strengthen supervision and law enforcement, so that the principles of justice and ethics can become the main pillars in business practices in Indonesia. Further research on ethical and fairness approaches in business law from the perspective of legal philosophy is expected to provide effective solutions in addressing these challenges. These efforts not only include regulatory reforms that are more in favor of consumers and small businesses, but also encourage the moral awareness of business actors to conduct business responsibly and ethically. Thus, business law in Indonesia not only serves as a regulating instrument, but also as a guardian of the principles of justice and ethics that are in line with the development of moral values in society.

CONCLUSION

The principles of justice and ethics in legal philosophy are applied in the practice of business law by ensuring that every business action is based on distributive and commutative justice, as well as ethical responsibility to society. Distributive justice is reflected in regulations that prevent monopolies and unfair competition, so that all business actors have equal opportunities. Do not let in a contract or business agreement there be an unreasonable gap between the parties involved, because often the formation of business contracts is influenced by the strength or capacity of the stronger party. In addition, business ethics that are integrated in the law encourage business actors to conduct business with integrity, respect consumer rights, and maintain public trust. The main challenges in the implementation of business justice and ethics in Indonesia include weak supervision and enforcement of violations, the dominance of large corporations in monopolistic and oligopoly practices, and low awareness of business actors towards social and ethical responsibility. Despite regulations such as Law Number 5 of 1999 concerning the Prohibition of Monopoly and Law Number 8 of 1999 concerning consumer protection, violations of consumer rights and unethical practices such as price manipulation are still rampant. In the digital business era, rapid technological developments add complexity to ethical and justice challenges in business, especially in the protection of consumer data and secure transactions. With strengthened supervision, strict law enforcement, and responsive regulations, it is hoped that the principles of justice and ethics can be better applied in business practices in Indonesia. To address the challenges in the implementation of business fairness and ethics in Indonesia, it is important to strengthen supervision and law enforcement by involving independent institutions that focus on fair business competition and consumer protection. Regulatory reforms need to be carried out to be more responsive to business developments, including the digital industry, which brings new risks in terms of ethics and fairness. In addition, the government and business associations can play an active role in increasing the awareness of business actors on the importance of social responsibility, by providing incentives for companies that implement CSR effectively. Through these collaborative efforts, the principles of distributive and commutative justice

and ethics in business can be more strongly integrated, creating a fair, competitive, and ethical business ecosystem.

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Conflict of Interest Statement: The author(s) declares that research was conducted in the absence of any commercial or financial relationship that could be construed as a potential conflict of interest.

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