

The Concept of Circular Economy in the Perspective of Islamic Business Ethics

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ABSTRAK: Ekonomi sirkular merupakan model yang berupaya memperpanjang siklus hidup dari suatu produk, bahan baku, dan sumber daya yang ada agar dapat dipakai selama mungkin. Tujuan dari penelitian ini adalah untuk menganalisis tentang penerapan konsep ekonomi sirkular, dan menganalisis ekonomi sirkular dalam perspektif etika bisnis Islam. Penelitian ini masuk kategori jenis penelitian kepustakaan. Pendekatan yang dilakukan yaitu kualitatif. Sumber data berupa sumber sekunder, Teknik dikumpulkannya data dalam penelitian ini adalah dengan kepustakaan dan dokumentasi. Sedangkan, teknik analisis data yang dipakai dalam penelitian menggunakan metode deskriptif. Hasil penelitian menunjukkan bahwa implementasi ekonomi sirkular bisa digalakan di berbagai sektor, mulai dari sektor pertanian, bisnis kuliner, umkm, hingga lingkungan hidup. Implementasi ekonomi sirkular ini sangat sejalan atau relevan dengan prinsip etika bisnis Islam. Keduanya sama-sama memberikan manfaat tidak hanya untuk pelaku bisnis itu sendiri, tetapi juga kepada khalayak luas, dalam hal ini salah satunya adalah manfaat bagi lingkungan hidup. Saran untuk penelitian selanjutnya adalah lebih fokus pada satu bidang ekonomi sirkular, misalnya di sektor pertanian, kemudian dianalisis dengan pendekatan etika bisnis Islam atau maqashid syariah.

Kata kunci: Ekonomi sirkular, etika bisnis Islam, lingkungan hidup

ABSTRACT: Circular economy is a model that seeks to extend the life cycle of products, raw materials, and resources so that they can be used for as long as possible. The purpose of this research is to analyze the application of the concept of circular economy, and to analyze circular economy from the perspective of Islamic business ethics. This research is categorized as a type of library research. The approach taken is qualitative. The data sources are secondary sources, the technique of collecting data in this research is by literature and documentation. Meanwhile, the data analysis technique used in the research uses descriptive method. The results show that the implementation of circular economy can be promoted in various sectors, ranging from agriculture, culinary business, umkm, to the environment. The implementation of circular economy is very much in line or relevant with the principles of Islamic business ethics. Both provide benefits not only to the business actors themselves, but also to the wider community, in this case one of which is the benefit to the environment. A suggestion for future research is to focus more on one area of circular economy, for example in the agricultural sector, and then analyze it with an Islamic business ethics or maqashid sharia approach.

Keywords: Circular economy, Islamic business ethics, environment

1. PENDAHULUAN

The Sustainable Development Goals initiated by the United Nations and translated by the Indonesian government put low-carbon development as a top priority (Bappenas, 2019). One way to reduce carbon emissions is through the implementation of circular economy principles. Circular economy is a concept that does not only manage waste into recyclable goods. Circular economy emphasizes on changes in

society in deciding to buy goods, how they are used, and when they are decided not to be used according to their original function.

The circular economy emphasizes a paradigm shift and behavior from society, industry and government. The government is starting to implement regulations for industries to reuse their waste products into raw materials. Products such as plastics and clothing that have production processes that produce large carbon emissions are sought to reuse their production waste. Technology and regulations are sought to support the implementation of this circular economy. Meanwhile, people are required to change their consumption behavior. People's demand for goods will also cause the industry to easily produce goods along with the increasing population of the earth itself. In general, cities with their very large populations will cause a large amount of waste to be generated (Handawati & Mataburu, 2020).

Circular Economy refers to a concept that aims to create a restorative industrial system. The Circular Economy discourse emphasizes on the economic aspect, the business model as an enabler to create competitive advantage. The Circular Economy concept is expected to provide a greater competitive advantage in the future as it creates more value from each unit of resource than the linear economic model of 'take make dispose' (Jayawati et al., 2020).

The circular economy is a new industrial model that focuses on reducing, reusing, and recycling which leads to a reduction in primary resource consumption and waste production. Coordinating Minister for Economic Affairs Airlangga Hartarto said the circular economy concept does not only address downstream issues such as waste management. Rather, it starts from the upstream sector by using environmentally friendly raw materials.

The transformation to a circular economy is important for Indonesia as it will bring many positive impacts. Both for the environment and the growth of various development sectors in the future. In addition, it can also increase Indonesia's GDP growth. The implementation of the green/circular economy concept has the potential to generate 4.4 million additional jobs. At least three-quarters of these jobs could empower women with better opportunities by 2030 (Masitoh, 2021).

There are several reasons why the circular economy concept should be implemented by both small and large-scale industry and service players, such as: reducing waste, encouraging better resource productivity, increasing competitiveness, overcoming resource scarcity problems that will arise in the future, reducing the environmental impact of production and consumption.

The application of the Circular Economy concept can be applied to any type of business field, including the batik, textile, culinary, construction and electronics industries. The batik industry, for example. Along with the increase in the batik industry, environmental problems are also increasing. These environmental problems start from the beginning of the production process, namely the selection of raw materials, waste of raw material use, water and energy to quality limitations at the final stage of the production process which results in an increase in the quantity of reject products. The final result besides reject products from the production process that cannot be reused is liquid waste. The liquid waste is generally directly discharged into the environment without prior treatment so that it has the potential to pollute the environment (Indrayani, 2019).

Not only in the batik business. Production and consumption problems also occur in the culinary business. It is not uncommon for entrepreneurs to still often dispose of leftover food waste carelessly, without wanting to process it first. The various problems that occur in the batik industry and culinary industry are of course contrary to the concept of Islamic business. In doing business in Islam, there are ethics that must be applied. The key to ethical and moral business actually lies in the culprit, that is why the mission of the Messenger of Allah SAW to the world is to improve human morals that have been damaged. A Muslim entrepreneur is obliged to uphold Islamic business ethics and morals which include Husnul Khuluq.

Business actors are required to have an awareness of ethics and morals, because both are necessities that must be owned. Business actors or companies that are careless and do not maintain ethics will not do business properly, which can threaten social relations and harm consumers, even themselves (Rahmat, 2017).

The application of Islamic business ethics is not only applied to the economic concept that we are already familiar with, namely Linear Economics, but must also be applied to the economic concept that is currently being discussed, namely Circular Economy / Green Economy. This Circular Economy concept allows humans to achieve a high level of sustainability without reducing business profitability or reducing the number of products and services available. If applied in batik industry business activities, it can minimize waste and pollution, extend the useful life of products and materials, and also regenerate natural systems. Then, if applied to the culinary industry, the food waste can be reprocessed into compost that provides benefits for plants.

Many researchers have studied the circular economy before. Such as (Darmastuti et al., 2021) which examines the circular economy approach to plastic waste management. Then (Purwanti, 2021) which also examines the concept and implementation of circular economy in the waste bank program. Other than that, (Jayawati et al., 2020) which examines supply chain management in support of the circular economy. The difference between this research and previous research is that this article discusses the concept of circular economy in the perspective of Islamic business ethics. While the purpose of this research is to analyze the application of the circular economy concept, and analyze the circular economy in the perspective of Islamic business ethics.

RESEARCH METHOD

This research is categorized as a type of library research or what is commonly known as "library research". This research is carried out with the concept of reading, examining, and analyzing various existing literature, in the form of the Qur'an, hadith, articles, and research results. The approach taken is qualitative. The data sources are secondary sources, namely collecting, understanding, and analyzing previous articles, news, and books with relevant topics, be it journal articles, news in online media, and books that discuss circular economy and Islamic business ethics. The technique of collecting data in this research is by literature and documentation. Researchers collect data from books, newspapers, magazines, manuscripts, documentation and so on that are relevant to the research. Meanwhile, the data analysis technique used in the research uses a descriptive method, which is research that tries to describe and interpret the facts as they are, growing opinions, ongoing processes, consequences or effects that occur or developing trends.

RESULTS AND DISCUSSION

3.1 Circular Economy Implementation

In Indonesia, the concept of circular economy has been recognized by the government where the Ministry of Industry of the Republic of Indonesia (Kemenperin), has established 5 main principles of this concept namely Reduce, Reuse, Recycle, Recovery and Repair. The five principles can be carried out through reducing the use of raw materials from nature (reduce) through optimizing the use of reusable materials (reuse) and the use of materials resulting from the recycling process (recycle) or from the recovery process (recovery) or by carrying out repairs (repair) (Redaksi, 2021).

There are 5 sectors that have great potential to adopt circular economy in Indonesia. These five sectors represent almost $\frac{1}{3}$ of Indonesia's GDP and employed >43 million people in 2019. The five sectors are food and beverages; textiles; construction; wholesale and retail (plastics); and electronics. These sectors accounted for 9.3 percent of total GDP in 2019 and are the largest subsectors of the manufacturing sector. The manufacturing sector alone is the largest industrial sector in Indonesia. A circular economy can not only help avoid food loss and food waste (e.g., by shortening supply chains), but can also help utilize food loss and food waste for more productive purposes, such as composting and biogas generation. More localized value chains and regenerative agriculture can also lead to increased agricultural biodiversity (Icdi, 2022).

The main principles of the circular economy include:(Anugrah Dwi, 2023)

1. Sustainable Product Design

Products are designed with their entire life cycle in mind. Sustainable design involves the selection of recyclable raw materials, use of eco-friendly materials, extension of product life, and ease of recycling.

2. Efficient Use of Resources

The goal of the circular economy is to maximize the use of resources by reducing waste, increasing efficiency, and maintaining material value in the economic cycle for as long as possible. This can be done through practices such as repair, maintenance, reuse, and product sharing.

3. Material Recycling and Recovery

Once a product reaches the end of its life, the materials used in the product are recycled or recovered for reuse in the economic cycle. The recycling process can involve processing the material into new raw materials or used as alternative energy.

4. Collaboration and Involvement of Related Parties

The implementation of a circular economy requires collaboration between various parties such as governments, companies, consumers, and other institutions. This includes supply chain coordination, investment in recycling infrastructure, awareness raising and consumer education, and the development of policies and regulations that support circular economy principles.

In its implementation, circular economy can be realized in various business activities. One of them is in the field of animal husbandry. As done by Budiyo, et.al (2024). The application of the circular economy concept on a small scale through the processing of livestock waste into products with economic value is expected to be a

solution to the existing problems. Through this training, the community in Kemutug Lor is expected to have a new mindset about livestock waste management and have skills in processing livestock manure into organic fertilizer with economic value (Budiyoko et al., 2024).

Circular economy can also be implemented in agriculture. Basically, in the process of sustainable development of the agricultural industry or better known as agro-industry, it is certainly inseparable from the management of the supply chain system. By definition, agro-industry is an industry that processes agricultural products into finished or semi-finished products with the aim of increasing the added value of these agricultural products (Austin, 1992; Brown, 1994; Ardiansyah et al., 2021), through 3 main pillars, namely strengthening business relations, finance and infrastructure and trade (Yusriana et al., 2023).

The concept of circular economy can also be implemented in household waste management. The utilization of household waste can be started by implementing a new habit of separating dry waste from wet waste, utilizing wet waste for plant fertilizer, processing plastic waste into new items of economic value or selling plastic waste for recycling. If the community has the skills, dry waste or plastic waste can be utilized to make new products through creative economic activities. So that it can be a source of income for housewives and can increase family income (Lola Malihah, et.al, 2023).

The application of circular economy is very suitable for the food and beverage sector. One application of the circular economy in the food and beverage sector can be done with the 5Rs. The 5Rs consist of reduce, reuse, recycle, refurbish, and renew. Although the 5Rs are primarily associated with waste reduction, the resulting impact leads to various other aspects. The efficiency of the resources used will be higher. This is because a circular economy means that resources and materials are used to the maximum extent possible. Machines are designed to be as efficient as possible in processing food and beverages. This efficiency will also lead to economic benefits for the food and beverage sector as costs are minimized.

In addition, greenhouse gas emissions can be significantly reduced. This is because waste is well managed so that it does not produce methane. Not only that, water usage can also be minimized in the implementation of the circular economy in the food and beverage sector. The life cycle of the food and beverage supply process can be estimated to be as efficient as possible. Emissions due to transportation mobilization of materials and equipment can also be reduced. Maximum utilization of materials, including recycling, can reduce resource exploitation (Kalimasada, 2022).

The MSME world can also echo circular economy principles in its business concept. This has been done by Banana Processed MSMEs in Indonesia. As is known, bananas are very popular with the public because they can be processed into various kinds of food and drinks. The problem is that banana peels are simply thrown away, causing environmental pollution. Whereas banana peels can be reprocessed into food, they can also be used as liquid organic fertilizer that can help accelerate root growth, increase nutrients in the soil, spur flower formation and seed or stem maturation, and can increase plant resistance to disease (Putri et al., 2022).

Business institutions in Indonesia, some of which have also adopted elements of the 5R principles in their operations. For example, Danone has made fully recyclable bottles for its bottled water brand, Aqua. CupKita, a Jakarta-based startup, provides reusable packaging in an effort to eliminate the use of single-use plastic cups. PT Signin Interactive Indonesia provides repair and refurbishment services for used electronics and home appliances, dead-on-arrival (DOA) products, and printed circuit boards.

The informal sector also plays an important role in the implementation of the 5Rs in Indonesia. For example, in the electrical and electronic equipment sector, the reuse and recycling of electronic products is dominated by small and informal players. Elsewhere, about 7 percent or nearly 500,000 tons of plastic waste in Indonesia is collected informally. A circular economy can build on the progress made by the informal sector, for example by upskilling informal workers who can substantially increase the economic value associated with end-of-life electronic products and recovered e-waste (Kementerian PPN/ Bappenas, 2021).

In implementing the principles of circular economy and low carbon development, Indonesia has translated climate commitments into national development policies, namely Strengthening Economic Resilience for Quality and Equitable Growth (National Priority 1), and Building the Environment, Enhancing Disaster Resilience, and Climate Change (National Priority 6). Meanwhile, policies related to the circular economy itself that have been initiated by Ministries and Government Agencies are as follows: Green Industry Standard (SIH) of the Ministry of Industry, Roadmap for Waste Reduction by Producers, and Green Building Policy (Fajar et al., 2023).

3.2 The Concept of Circular Economy in the Perspective of Islamic Business Ethics

Islam since more than 14 centuries ago, has called for the urgency of ethics for business activities. Islam as a source of values and ethics is a source of values and ethics in all aspects of human life as a whole, including business discourse. Islam has a comprehensive insight into business ethics. Starting from basic principles, points of damage in trade, factors of production, labor, capital organization, wealth distribution, wage issues, goods and services, qualifications in business, to socio-economic ethics concerning property rights and social relations.

Business activities are an integral part of the economic discourse, the Islamic economic system departs from the awareness of ethics, while other economic systems, such as capitalism and socialism, tend to ignore ethics so that the value aspect is not so visible in the building of the two systems. The dryness of the two systems from the discourse of morality, because both of them do not depart from ethics, but from the interests (interests) of society (Velthzal Rivai.dkk, 2012).

Without forgetting the specificity of the value system of each business community, in general, according to Sonny Keraf (1998) as quoted (Surajiyo, 2016) There are several principles of business ethics, namely:

1. Principle of Autonomy

Specifically in the business world, the moral responsibility expected of every autonomous business actor has two directions, namely responsibility to oneself and moral responsibility directed at all related parties concerned (stakeholders), namely consumers, suppliers, suppliers, investors, or creditors, employees, the wider community, business relations.

2. The Principle of Honesty

In Islam, honesty is the most basic requirement in business activities. For example, being able to keep the company's money well, being responsible, time discipline, not committing acts of corruption.

3. The Principle of Justice

The principle of justice demands that everyone be treated equally in accordance with fair rules and in accordance with objective and accountable rational criteria. Justice demands that no party should be deprived of their rights and interests.

4. The Principle of Mutual Benefit

The principle of mutual benefit demands that business be conducted in such a way that it benefits all parties. This principle can accommodate the nature and purpose of business.

5. The principle of moral integrity.

This principle is primarily lived as an internal demand within the business actor or company to run the business while maintaining its good name or the good name of the company. This principle is a demand and encouragement from within the actors and companies to be the best and proud of.

The principles in business ethics are very relevant to the concept of circular economy. In this case, for example, in the form of household waste management activities that prioritize the 5R principles (Reduce, Reuse, Recycle, Refurbish, and Renew). Reduce implies reducing the waste generated from the activities carried out. Reuse means reusing. Recycle means recycling. Refurbish means renewal. Meanwhile, Renew means that businesses must create innovation in their activities.

Such a circular economy concept is in line with the value of justice in Islamic business ethics. In this case, there is justice for the environment. Environmental justice and the fulfillment of environmental rights are interrelated and it can be interpreted that obstacles to the fulfillment of environmental rights are related to environmental injustice (Afinas, 2023).

In addition, based on the values of Islamic business ethics, in the context of the circular economy, business actors or companies are required to be fair to nature, not to exploit nature excessively, entrepreneurs are also required to balance the economy, business and the environment. All three must run fairly.

Besides the value of justice, the value of Islamic business ethics that is in line with the circular economy is the value of mutual benefit. This is because in the implementation of circular economy, there are at least six benefits that can be felt by the community, including operational cost savings; the creation of new jobs; emission reduction; energy savings; reduced water consumption and reduced waste (Bappenas, Kementerian Perencanaan Pembangunan Nasional, 2022). These benefits can be enjoyed by the community, so that the principle of mutual benefit between the community and business actors is also achieved.

This is also in line with the value of business ethics, namely the principle of autonomy. The principle of autonomy emphasizes that a business person is not only responsible for themselves, but also for other parties. In this case, people who practice the concept of circular economy, whether as business people, or the general public, have taken responsibility for the environment, society, social, and economy. Moreover, Islam teaches responsibility in order to be able to control oneself from going beyond the limits of reason and humanity. This responsibility includes responsibility to Allah, to humans and the environment (Haris dan Antuli, 2016).

The principle of moral integrity is also aligned with the circular economy. Moral integrity is the principle of not harming others in making business decisions and actions. This principle is based on the realization that everyone must be respected as a human being. In the circular economy concept, this emphasizes on the reduction of plastic waste, for example. By reducing plastic waste, this is a form of not harming others. A clean, healthy, tidy, litter-free and comfortable environment will provide comfort and safety for humans. Humans will not be susceptible to disease because the environment is clean.

2. CONCLUSION

The concept of circular economy can be practiced or implemented by businesses, or the general public. In everyday life, circular economy can be applied in many sectors. Such as agriculture, environment, textile industry, umkm, culinary business, and many more. In practice, the circular economy strongly adheres to the 5R principles of Reduce, Reuse, Recycle, Refurbish, and Renew. The implementation of circular economy is very much in line or relevant with the principles of Islamic business ethics. Both provide benefits not only to the business actors themselves, but also to the wider community, in this case one of which is the benefit to the environment.

The values in Islamic business ethics include the principles of autonomy, honesty, justice, mutual benefit, and moral integrity. The principle of autonomy in the context of circular economy relates to economic activities that adhere to responsibility towards all elements. The principle of justice in the context of circular economy relates to justice towards the environment/nature. The principle of mutual benefit in the context of circular economy relates to the principle that provides many benefits to society, such as the creation of new jobs, and an environment that becomes clean, free from waste.

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