

## Exploring Hadith: The Importance of Developing a Personal Branding in the Business World.

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### Abstract

*Business in Islam is not only about profit, but some things need to be considered so that the business carried out has the value of worship and helping others. One of the factors that supports the progress of a business is ethics and the value of honesty within the business person. Rasulullah SAW as a role model has made ethics and the value of honesty the basic principles in running a business. This is what made the Arab community at that time give him the title Al-Amin. This title is not just a title but a positive image that he has built. This positive image certainly has a very significant impact on the progress of a business. The positive image, or personal branding carried out by Rasulullah SAW, can be a reference for business people today. This is the focus of researchers in this article, How Rasulullah built his branding in business activities. To find this, the researcher in this article will describe and analyse the hadiths related to the values of personal branding carried out by Rasulullah SAW*

**Keywords:** Hadits, Personal Branding

### INTRODUCTION

How did Prophet Muhammad (SAW) establish a positive personal image for himself? This is a question that needs to be answered. According to researchers, Prophet Muhammad (SAW) was given the nickname "al-Amin" which was the first step in building his positive image or personal branding. The tagline "al-Amin" fulfilled the criteria for creating an easy tagline: memorable, short, clear, focused, and easily understandable. What's more important is that it was original. This originality was awakened by Prophet Muhammad's (SAW) speech, attitude, deeds, responses, and concerns, all of which were based on the value of reliability. "Al-Amin" was not a personal title but was given to him by the people of Mecca. Even after the prophethood period, this title was acknowledged by those who were hostile toward him. The Messenger of Allah took certain steps to establish his branding. Firstly, he ensured that his heart, words, and actions aligned with his vision, by Islamic teachings. This involved fulfilling the conditions of having a justified heart, pronouncing one's beliefs orally, and demonstrating charitable deeds. Secondly, his branding was identified as "al-Amin". This process is not about engineering



one's personality, but rather showcasing one's unique qualities that are not possessed by anyone else. Lastly, personal branding is an ongoing process and requires constant activation. The Prophet Muhammad SAW consistently worked on his branding for many years.

From the given information, personal branding can be defined as the process of shaping one's public perception and image. This involves crucial aspects such as personality, competence, uniqueness, style of dress, behaviour, and communication, which are typically consistent and a precondition for building a strong personal brand. These stimuli can effectively raise positive perceptions from society and can be used as powerful marketing tools. (Rc, 2018, hlm. 21-22)

During the time of the Prophet Muhammad SAW, there was a successful trader who was able to compete with other traders by applying Islamic values to his trade transactions. He was able to build a positive image as an honest and trusted dealer, and this was reflected in the words that he spoke, which are as follows:

حَكِيمُ بْنُ حِزَامٍ رَضِيَ اللَّهُ عَنْهُ قَالَ قَالَ رَسُولُ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ الْبَيْعَانِ بِالْخِيَارِ مَا لَمْ يَتَفَرَّقَا أَوْ قَالَ حَتَّى يَتَفَرَّقَا فَإِنْ صَدَقَا وَبَيَّنَّا بُورِكَ لُهُمَا فِي بَيْعِهِمَا وَإِنْ كَتَمَا وَكَذَبَا مُحِطَتْ بَرَكَةُ بَيْعِهِمَا

([https://carihadis.com/Shahih\\_Bukhari/1937](https://carihadis.com/Shahih_Bukhari/1937))

*Meaning*, Hakim bin Hizam reported God's Messenger as saying, "Both parties in a business transaction have a right to annul it so long as they have not separated ; and if they tell the truth and make everything clear they will be blessed in their transaction, but if they conceal anything and lie the blessing on their transaction will be blotted out." (Bukhari)

The hadith above explains that first, the seller and the buyer have the opportunity to khiyar, namely choosing to continue or cancel the sale and purchase as long as they are still in the same party and have not separated. Second, Rasulullah SAW taught the importance of honesty and frankness when buying and selling, so that the transaction is blessed by Allah. Third, the blessing of buying and selling will be abolished if the seller or buyer covers up a mistake or lies in the trade.

The smoothness and blessing of a business carried out by someone based on the above hadith depends on how the seller is honest with the buyer so that no party suffers losses or problems arise after the buying and selling transaction. The honest nature that is instilled in a businessman is a positive image that will bring profits and blessings to the business he is running.

Based on this explanation, the researcher in this article aims to reveal how Rasulullah SAW built a positive image or personal branding in business activities. To find out this, researchers in this article will describe and analyze the hadiths related to the values of personal branding carried out by Rasulullah SAW.

## METHOD

The *study* focuses on personal branding in business, using hadith research methodology through library research. Analytical methods include content analysis and descriptive analysis, with critical and in-depth analysis of library materials to support propositions and ideas (Fadli, 2021, hlm. 35). The study also utilizes the thematic hadith methodology for understanding and analyzing hadith. The steps for conducting thematic hadith studies are as follows:

1. Determine the theme or problem to be discussed
2. Collect or gather related hadiths in One theme, fine in a manner pronunciation nor a manner meaning through activity Takhrij Hadith
3. Do categorization based on content hadith with notice possibility of difference incident his ablutions hadith (tanawwu') and differences narration hadith
4. Carry out I'tibar activities by completing all the sanad
5. Conduct research on sanad which includes research on the personal qualities of the narrator, his intellectual capacity and the narration methods used
6. Conduct mature research which includes the possibility of 'illat (defects) and syaz (irregularities)
7. Learn themes with similar meanings
8. Compare various syrah hadith
9. Complete the discussion with supporting hadiths or verses
10. Arrange research results according to a broad conceptual framework
11. Draw a conclusion using basic scientific arguments (Yusuf, 2008, hlm 27-29).

In Islam the purpose of consumption is not merely to satisfy goods (utilities), but more importantly the means to achieve true satisfaction that is satisfaction in the hereafter. Satisfaction is not only associated with the material but also with the spiritual, even the satisfaction of the consumption of an object if the satisfaction is contrary to the spirits of Islam, then this satisfaction must be abandoned. Therefore, rational consumers in Islamic economics are consumers who can guide their behavior in order to achieve maximum satisfaction in accordance with Islamic norms. Satisfaction or well-being in the afterlife is the main alternative that should concern every individual. Consumers will use their income not only for momentary pleasure, but for the invisible pleasures that will be enjoyed in the afterlife. Therefore, the existing income is not all spent to meet worldly needs, but is also set aside for the needs of the hereafter through the provision of infak or almsgiving to others in need. The purpose of writing this article is to describe the correlation of the hadith of Prophet SAW about consumption with consumer behavior in the digital age, where many conveniences are offered from this activity, thus allowing consumers to forget what was once taught by Prophet SAW in consuming.

## RESULT AND DISCUSSION

### 1. *Personal Branding*

Personal branding is the process of creating a unique identity that showcases an individual's skills, personality, and characteristics. This identity is stronger than that of others. In simpler terms, personal branding shapes the public's perception and image of someone's important possessions, such as personality, competence, uniqueness, style of dress, behavior, and communication. These characteristics should be consistent and be a precondition for building personal branding. These stimuli can create a positive perception from society, which can be used as effective marketing tools (Rc, 2018, hlm. 21-22). To succeed, someone must combine media and delivery strategies to convey the right message that describes their ability, credibility, and charisma (Widyastuti dkk., t.t., hlm. 3)

According to researchers themselves, personal branding is the process of forming a person's image through personality, honing unique ideas that exist within oneself, and improving mental and spiritual abilities so that they can establish good relationships with society.

Personal *branding* is a method used to increase sales and make someone stand out in a competitive market. It involves showcasing an individual's unique skills, personality, and character to create a strong identity that stands out from others. This process is not necessarily tied to an individual's job or profession. It involves identifying one's unique traits and packaging them to create a strong and distinctive personal brand. By doing this, one can gain a competitive advantage over their competitors (Yuliani & Dida, 2018, hlm. 11).

According to Mc Nally & Speak quoted from Journal entitled "Personal Branding Celebrities and Online Shop Business " written Rostika Yuliani and Susanne Dida. There are several must characteristics noticed in designing a strong personal brand is as following;

1. Typical, namely a personal brand that is not only different but is a reflection of ideas and values in forming yourself your specialty.
2. Relevant, is what the personal brand represents that is relevant to what is considered important or someone else needs.
3. Consistent, that is run the designed personal brand in a manner constantly, so the audience can identify the personal brand with easy and clearly.

**Table 1. Eight Principles Pertain to Personal Branding.**

|                           |   |
|---------------------------|---|
| 1. Laws of Specialization | Brands focus on one area of achievement. Usually more personal brand focus on the strengths someone has, for example, course, talent, or achievements that he has |
| 2. Laws of leadership     | Individuals considered as the owner knowledge is appreciated or their ability certain. this law controls a personal brand by giving authority                     |

|                           |  |
|---------------------------|--|
|                           | Where the source considered a leader by people within the domain   |
| 3.Laws of Personality     | the personal brand must be built from A foundation's original personality. In principle, someone must become fine, however, No must become perfect   |
| 4.Laws of Distinctiveness | How to express a personal brand uniquely   |
| 5.Laws of visibility      | Personal branding is a must formed in a manner Keep going continuously to be effective. To get enter a natural lower domain consciousness, individuals must showcase their brand and keep going continuously   |
| 6.Laws of unity           | Between behavior that is exposed and that is exposed No must same. According to law, a personal brand is not free of morals and behavior in the brand  |
| 7.Laws of persistence     | Personal brands require consistency for can growing. To can shorten the process, a personal brand is not replaced with advertisement as well as public relations. The key to a good personal brand is to build trust in a manner consistent and continuously |
| 8. Laws of goodwill       | Brands become effect when someone owns good planning _ To form the brand. A personal brand can give good results _ if associated with things positive like values and ideas.(Widyastuti dkk., t.t., hlm. 5-6)  |

## 2. *Hadiths* related to Personal Branding

Build personal branding in activity very important business, that too already carried out by the Prophet Muhammad SAW who had recorded inside hadiths he among them ,

إِبْنِ مَسْعُودٍ - رَضِيَ اللَّهُ عَنْهُ - قَالَ: قَالَ رَسُولُ اللَّهِ - ﷺ - {عَلَيْكُمْ بِالصِّدْقِ, فَإِنَّ الصِّدْقَ يَهْدِي إِلَى الْبِرِّ, وَإِنَّ الْبِرَّ يَهْدِي إِلَى الْجَنَّةِ, وَمَا يَزَالُ الرَّجُلُ يَصْدُقُ, وَيَتَحَرَّى الصِّدْقَ, حَتَّى يُكْتَبَ عِنْدَ اللَّهِ صِدْقًا, وَإِيَّاكُمْ وَالْكَذِبَ, فَإِنَّ الْكَذِبَ يَهْدِي إِلَى الْفُجُورِ, وَإِنَّ الْفُجُورَ يَهْدِي إِلَى النَّارِ, وَمَا يَزَالُ الرَّجُلُ يَكْذِبُ, وَيَتَحَرَّى الْكَذِبَ, حَتَّى يُكْتَبَ عِنْدَ اللَّهِ كَذَابًا

([https://carihadis.com/Shahih\\_Muslim/4721](https://carihadis.com/Shahih_Muslim/4721))

Meaning, Ibn Mas'ud (RAA) narrated that the Messenger of Allah (ﷺ) said: "Adhere (you people) to truth, for truth leads to good deeds and

good deeds lead to Paradise, and if a man continues to speak the truth and makes truth his object he will be recorded as truthful before Allah. Avoid (you people) falsehood, for falsehood leads to wickedness and wickedness leads to Hell, and if a man continues to speak falsehood and makes falsehood his object he will be recorded as a liar before Allah.” (HR. Muttafaq Alaihi)

The hadith above guides how every action will be rewarded according to its intention. Honesty is a manifestation of kindness, while lies are a symbol of wrongdoing. If someone strives to do what is right, not only will they benefit themselves but also those around them. On the other hand, if someone lies, their actions will not only harm themselves but also others. Honesty leads to kindness and ultimately to heaven, earning one the title of Siddiq. Lying, however, leads to deceit and ultimately to hell, earning one the title of the liar (Madani, 2021, hlm. 150)

عَنْ أَبِي هُرَيْرَةَ أَنَّ رَسُولَ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ مَرَّ عَلَى صُبْرَةٍ طَعَامٍ فَأَدْخَلَ يَدَهُ فِيهَا فَنَالَتْ أَصَابِعُهُ بَدَلًا فَقَالَ مَا هَذَا يَا صَاحِبَ الطَّعَامِ قَالَ أَصَابَتْهُ السَّمَاءُ يَا رَسُولَ اللَّهِ قَالَ أَفَلَا جَعَلْتَهُ فَوْقَ الطَّعَامِ كُنِيَ

[https://carihadis.com/Shahih\\_Muslim/147](https://carihadis.com/Shahih_Muslim/147) يَرَاهُ النَّاسُ مِنْ عَشٍّ فَلَيْسَ مِنِّي

Meaning, Allah's Messenger (ﷺ) once came upon a heap of grain, and when he put his hand inside it, his fingers felt some dampness. So, he asked, "What is this, O owner of the grain?" He replied, "Rain had fallen on it, O Allah's Messenger." He said, "Why did you not put it (the damp part) on the top of the foodstuff so that people might see it? Whoever cheats has nothing to do with me. (HR. Muslim)

When the Prophet passes a market, he gets the seller accumulated food \_ material the food. The ingredients above \_ looked nice, no There is defective and damaged. However, when he inserts his fingers into in pile of material food, he gets wet Because rained on (which means there is damage to the material's food). The seller put it in parts bottom order only nice part to see \_ the buyer. The Prophet also rebuked and criticized hard done \_ traders. Because p This means cheating buyer, which will think that whole groceries is good. Should a believer explain the circumstances for goods to be sold, especially Again if goods the own disabled or shameful?

عَنْ أَبِي ذَرٍّ عَنِ النَّبِيِّ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ قَالَ ثَلَاثَةٌ لَا يُكَلِّمُهُمُ اللَّهُ يَوْمَ الْقِيَامَةِ وَلَا يَنْظُرُ إِلَيْهِمْ وَلَا يُرَكِّبُهُمْ وَهُمْ عَذَابُ أَلِيمٍ قَالَ فَقَرَأَهَا رَسُولُ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ ثَلَاثَ مَرَّاتٍ قَالَ أَبُو ذَرٍّ خَابُوا وَخَسِرُوا مَنْ هُمْ يَا رَسُولَ اللَّهِ قَالَ الْمُسْبِلُ وَالْمَنَانُ وَالْمُنْفِقُ سِلْعَتُهُ بِالْحَلْفِ الْكَاذِبِ  
([https://carihadis.com/Shahih\\_Muslim/154](https://carihadis.com/Shahih_Muslim/154))

Meaning, Abu Dharr reported the Prophet as saying, "There are three to whom God will not speak on the day of resurrection, at whom He will not look, and whom He will not declare pure, and they will have a painful punishment." Abu Dharr said, "They are losers and disappointed. Who are they, Messenger of God?" He replied, "The one who wears a trailing robe, the one who takes account of what he gives\*, and the one who produces a ready sale of a commodity by false swearing." Hadith above explains addressed oath for popularize goods trade, fine That oath Honest or oath \_ fake, that is will remove blessing property owned by a person muslim. Traders are required to notice things sort this, order activity trading or sell buy him do true, true bring blessing from God.

Rasulullah SAW hated false and exaggerated information. Every business wants to sell all the products until everything is finished, however That No means that matter That can be justified with method whatever. Honesty must value above everything by the traders. However, if the trader only cares about profit financially, he possibly deceives others and causes loss. Because that, Rasulullah SAW became an example and ordered traders For No exaggerate or claim or advertise the goods with the objective For do sales. He even stepped further with make an oath false on God's name for reinforced his words and aroused curiosity to know the customers of the products it sells (Shofya Humaira Siti Salma, 2023, hlm. 8)

عَنْ ابْنِ عُمَرَ قَالَ قَالَ رَسُولُ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ التَّاجِرُ الْأَمِينُ الصَّدُوقُ الْمُسْلِمُ مَعَ الشُّهَدَاءِ  
يَوْمَ الْقِيَامَةِ (https://carihadis.com/Sunan\_Ibnu\_Majah/2130)

Meaning, Ibn 'Umar that the Messenger of Allah (ﷺ) said: "The trustworthy, honest Muslim merchant will be with the martyrs on the Day of Resurrection."

Hadith This show how important a trader Who owns properties, Because He will have a very important and tall position on the side of Allah SWT on the day of doomsday with a gathering of para prophet, people pious And para martyr. Characteristic honesty And trust perpetrator business is to give information related to sell-buy, as well as explaining disability or lack of goods Which sale If of course There is a handicap.

From several explanation hadith above can take lessons that in activity business must put forward honesty. If honesty is at the fore so world affairs as well as in the afterlife too made easy. kindly No directly that the Prophet Muhammad explained that No need to lie and swear falsely Forsuccess in activity business. Become honest and trustworthy businessman capital for development business to front. This is what becomes characteristic typical of activity models Prophet Muhammad's business, he no play price and do not

also deliver story manipulation-related merchandise, however, he build a strong character and become an honest and trustworthy dealer.

Honest and this Trust becomes key to the success of the Prophet Muhammad SAW in doing business. According to the researcher, p This No regardless from characteristics *personal branding* himself that he gets up in between ;

1. Typical

Is a reflection of ideas and values in forming a peculiarity that personal. In this case, the Prophet Muhammad SAW had characteristics typical alone in the business he do. Doing business with Honest and Trustworthy is the jargon he applies. This can see that Arab society of the time gives the title al-Amin to self Because of His trustworthy and honest nature. This can become a reference for today's business people, that the essence of A business is honesty and trustworthy

2. Relevant

Relevant with what is considered important or someone else needed. Attitude Honest and Trustworthy characteristics typical of the Prophet Muhammad SAW in doing business it's very relevant to need society at the time. Society as consumer No only want good stuff with price affordable but also expect a professional attitude from the seller like honesty and Trustworthy so There is confidence and satisfaction in the transaction sell buy. It also becomes a mess for today's businessman that the promotion of goods is just No Enough But create belief in the consumer to behave honestly and trustworthy as well as characteristic typical of a buyer

3. Consistent

Running a designed personal brand in a manner that is constant so the audiens can identify the personal brand easily and clearly. The Prophet Muhammad SAW was consistent from the beginning he start to do business behave honestly and trust so No amazed If he was known in society as Al Amin. Reflection can become a guideline for business people moment this, have an attitude consistent in operating their efforts.

As a businessman, it's important to maintain a positive personal brand. This means being honest, trustworthy, keeping promises, refraining from criticizing purchases you make, avoiding overpraising items you sell, paying debts on time, and not making things difficult for debtors. Building a strong personal brand takes time and effort, but it's worth it to establish trust with the public. The goal is to improve mental, spiritual, and physical abilities, enhance relationships with others, and expand your capacity for new ideas.

To build a strong personal brand, business people must adopt several important attitudes. *Firstly*, honesty is crucial in business to prevent fraudulent activities and establish mutual trust. *Secondly*, they should be autonomous, making conscious decisions without influence from others to avoid disappointment from any business party. *Thirdly*, fairness must be applied by



treating everyone equally according to responsible rules to avoid harm to any party. *Fourthly*, mutual trust is essential to ensure smooth business operations. *Fifthly*, business people should take responsibility for their actions. *Lastly*, mutual respect should be instilled to prevent misunderstandings between business partners. (Jarifin. 2019, hlm. 98-99)

## **CONCLUSION**

Building a personal brand is certainly not easy, it requires time, a level of trust and a consistent attitude from the business person. From the explanation of the article above, it can be concluded that what Rasulullah SAW did to build his branding in business activities was the most important thing in applying ethics, honesty values and personal branding principles. So business is not only a business field but also a field for worship and doing good to others. This is what can be a reference for today's business people, apart from raw materials and good promotional methods, you also need to pay attention to how to brand yourself so that consumers are confident and confident in the business you are running.

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## **AUTHOR CONTRIBUTION STATEMENT**

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