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Islamic Entrepreneurship: Al-Amin (Trustworthiness) and Al-Shidq (Truthfulness) as Personal Branding

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Abstract

Establishing a new business in Islamic entrepreneurship requires a holistic framework considering the entrepreneur's traits, the organization they create, the environment, and the venture's launch process. Through a case study based on hadith from the Prophet Muhammad (PBUH), this study investigates important traits of Muslim entrepreneurs. The study emphasizes the hadiths of maqbul (recognized), which provide guidance and reassurance to Muslim entrepreneurs seeking success and blessings in their ventures. According to research, the entrepreneurial personality, as demonstrated by the Prophet (PBUH) and his companions, comprises qualities such as Al-Amin (trustworthiness) and Al-Shidq (truthfulness), which are essential components of a personal branding strategy. This study demonstrates how these traits can positively impact economic performance, fostering trust and credibility in business practices. Al-Amin (trustworthiness) and Al-Shidq (truthfulness) are integral to personal branding in Islamic entrepreneurship. These values align with Islamic ethical principles and enhance business performance and organizational credibility. Entrepreneurs who embody these traits can build stronger, trustworthy brands, which are crucial to sustaining success in the competitive business environment. This study highlights the significance of these qualities by analyzing real-world examples from the lives of the Prophet (PBUH) and his companions. It offers Muslim entrepreneurs insightful guidance for their company's growth.

Keywords Characteristic; Islamic Entrepreneurship; Personality; Personal Branding

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1. INTRODUCTION

Entrepreneurship is a broad field to explore (Ab Rahman et al., 2018). Building on entrepreneurial theory has spanned various branches of knowledge, including mathematics, biology, psychology, sociology, economics, business, and many others (Azman et al., 2014). The approach to entrepreneurship theory remains insufficient to describe the phenomenon fully; hence, it is not

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surprising that many researchers draw on multiple theories to explain entrepreneurship (Salamzadeh, 2015). Therefore, researchers found a gap in the study of entrepreneurship, particularly in the process of business creation, and there remains a lack of literature that explains in depth the creation of new businesses (Shan & Venkataraman, 2000), especially from the perspective of Islam (Almobaireek et al., 2017).

According to Rafiki et al. (2023), Islamic entrepreneurship has attracted considerable interest and is widely studied in many countries, with Malaysia often selected as a case study in Islamic entrepreneurship research. Among the branches of entrepreneurship, creating new businesses is one of the most crucial, dominant, and widely discussed topics (Shepherd et al., 2021). Gartner (1985) provides a comprehensive overview of the role of entrepreneurship in establishing new firms, specifically on the emergence of new organizations driven by four fundamental dimensions. This method has been employed as a foundation for characterizing the phenomenon. To understand the process of starting a new organization, Gartner (1985) included the four fundamental elements in their framework: individuals, organizations, environments, and interrelated processes (Brahma et al., 2018). A holistic approach is emphasized to ensure business success and Shari'ah compliance through these four fundamentals. Therefore, this study focuses on identifying and understanding Muslim entrepreneurs' characteristics through a case study based on the source of the Prophet PBUH's hadith. The hadiths of maqbul (accepted) were compiled, which contain messages and reminders for Muslim entrepreneurs to achieve success and blessings in business.

Literature Review

Entrepreneurs are often distinguished from non-entrepreneurs by significant differences in background and personality (Gartner, 1985). Entrepreneurs have been described as 'captains of industry,' risk leaders (Mill, 1848), risk-takers (Webster, 1976), individuals driven by a need for achievement (McClelland, 1961), or as possessing the capacity for innovation (Schumpeter, 1934). Psychological characteristics frequently employed in research include the need for achievement, locus of control, and risk-taking propensity (Brockhaus, 1982). Additional factors such as job satisfaction, prior work experience, entrepreneurial parents, age, and education are also considered. According to Brahma et al. (2018), several additional sub-dimensions have been identified within the individual dimension, including entrepreneurial behavior, culture, decision-making, education, intensity, intentions, leadership, learning, motivation, orientation, passion, personality, teams, women entrepreneurs, spirit and perseverance, and emotional experience.

Yaseen et al. (2022) state that the literature on entrepreneurship should connect it with behavior, strategy, and other organizational sciences to understand its sustainable development better. The

characteristics of Muslim entrepreneurs are crucial assets for achieving substantial success in entrepreneurship (Faizal et al., 2013). Entrepreneurial characteristics are among the business strategies that can be applied to personal branding. In the reviewed literature, authors define personal branding as a process, a product, or both (Gorbatov et al., 2018). Personal branding is a strategic process of creating, positioning, and maintaining a positive impression of oneself, based on a unique combination of individual characteristics. These signal a particular promise to the target audience through a differentiated narrative and imagery. Combining entrepreneurial characteristics with personal branding strategies can enhance sustainable success in entrepreneurship. According to Lisnawati and Ahman (2019), entrepreneurial characteristics from an Islamic perspective are closely linked to SME performance. To enhance the performance of SMEs by Muslim entrepreneurs, it is essential to cultivate strong motivation to excel, rooted in the teachings of the Quran and Sunnah. Entrepreneurs should emulate the character of the Prophet Muhammad (PBUH) to ensure their entrepreneurial activities generate material wealth in this world and attain the pleasure and blessings of Allah (SWT). Furthermore, every business endeavor undertaken to follow the Prophet's Sunnah will open the doors to blessings and result in multiplied rewards. The real-world entrepreneurial experiences of the Prophet Muhammad (PBUH) serve as a profound source of inspiration for entrepreneurs seeking to establish their businesses.

2. METHOD

This qualitative study employs a case study approach, drawing on documents (hadith texts) to understand the entrepreneurial phenomenon in the story of the Prophet PBUH and his companions, as an inspiration for starting and developing a business based on Islamic principles. Data from all documents can help researchers uncover meaning, expand understanding, and discover insights related to research problems (Merriam, 2009). The collection of data from hadith books contains its methods. Therefore, in this study, secondary data were collected, namely hadith with syarah, and general secondary data from the views of Muslim and non-Muslim scholars in journal articles, proceedings, sirah notes, scholarly books, as well as newspaper or magazine clippings. The text analysis method uses content analysis techniques. In contrast, thematic analysis is used to analyze the text data and identify themes in the creation of new businesses throughout the business story of His Majesty the Prophet PBUH and his companions.

Statements from triangulation informants were included to enhance the robustness of the data. These triangulation informants are individuals with extensive experience in entrepreneurship in Malaysia. Triangulation Informant 2 (IFT2) is a renowned businessperson and successful entrepreneur in Malaysia, particularly in the food and beverage sector. IFT2 has gained significant media recognition,

including coverage on Radio IKIM and television channels such as TV1, TV3, and TV Al-Hijrah. Furthermore, IFT2 has received various entrepreneurial awards, including the 2024 Best Overall Entrepreneur Award (TikTok Shop), the Sayyidatina Khadijah Khuwailid Entrepreneurial Icon Award in Kelantan (2021), the MARDI Technopreneur Award (2019), the Kelantan Innovation Award for two consecutive years (2018 and 2019), and the Kelantan Halal Entrepreneur Icon Award (2016). Including insights from such a successful entrepreneur through triangulation provides critical empirical support and strengthens this study's findings.

3. FINDINGS AND DISCUSSION

The "captains of industry" and "risk leaders," as described by John Stuart Mill (1848), highlight the pivotal roles that entrepreneurs play in shaping and leading economic sectors. "Captains of industry" refers to individuals who significantly influence their industries, guiding and innovating within their fields to drive progress and growth. Meanwhile, "risk leaders" are entrepreneurs who undertake substantial risks to advance their ventures, navigating the uncertainties and challenges inherent in business. Both terms underscore the entrepreneurial responsibility to steer enterprises through dynamic environments and to make strategic decisions that affect their success and the broader economy.

In Arabic, entrepreneurship is now referred to as Riyadah A'mal (لامعلأا ةدايرلا), and an entrepreneur is called Ra'id A'mal (لامعلأا دئارلا). "Riyadah" here means leadership, and "al- A'mal" means businesses or activities. Therefore, "Riyadah A'mal" encompasses pioneering or leading in business ventures. "Ra'id" means pioneer or leader, and "A'mal" means business. Thus, 'Ra'id A'mal denotes a person who leads or pioneers in business, effectively meaning an entrepreneur.

In Islam, entrepreneurs bear significant responsibilities as leaders in their respective field and are expected to fulfill their management and productivity duties with trustworthiness, competence, and integrity (Mohd Nasir & Muhammad Razaki, 2024). This role extends beyond business management, guiding and influencing others while adhering to ethical standards and Islamic principles. For an entrepreneur, this means leading with integrity, ensuring transparency in all transactions, and making decisions that will benefit the next generation (Yusof, 2010). By embodying these values, entrepreneurs enhance their credibility and build a culture of trust and respect within their organizations and communities. Thus, the Islamic concept of leadership requires entrepreneurs to be role models of honesty and ethical behavior, which are essential for long-term success and positive impact in their business ventures. Effective leadership in this domain requires a balance of innovation, risk management, and ethical conduct, reflecting a deep commitment to both industry excellence and responsible management.

Muslim entrepreneurs who aspire to excellence in their new ventures should consider the Prophet Muhammad (PBUH) and his companions as exemplary role models. The Prophet (PBUH) said, "The best people are those living in my generation, and then those who will follow them, and then those who will follow the latter." (Sahih Bukhari, Volume 3, Book 66, Number 3451). The term "يذرق" refers to the era of the Prophet Muhammad (PBUH) and his companions, which is considered the best of times. It can be asserted that each subsequent generation is generally regarded as being less favorable than the preceding one in all aspects (Ibn Hajar, 2000). To become the best entrepreneurs, one must model oneself after the exemplary generation mentioned in the Hadith, namely the era of the Prophet Muhammad (PBUH) and his companions. Consequently, the initial step is to analyze the entrepreneurial personality traits characteristic of that period.

Abu Sa'eed narrated that the Prophet (PBUH) said: "The truthful, trustworthy merchant is with the Prophets, the truthful (Siddiq), and the martyrs (Shuhada)". (Riwayat al-Tirmizi, Number 1209 [hasan according to al-Tirmizi] & Ibn Majah, Number 2139; see Turaji'at al-Albani for the hadith's authenticity, which is confirmed as sahih). This hadith emphasizes two essential traits that enable Muslim merchants and entrepreneurs to attain the status of the Siddiq (Trustworthy) and the Shuhada (Martyrs) alongside the Prophets (Al-Mubarakfuri, t.t.). These two traits are al-Sidq (truthfulness, to a high degree) and al-Amanah (trustworthiness, to a high degree).

The element of honesty is closely related to the entrepreneur, as it elevates the business or entrepreneurial venture, whether or not it is blessed and approved by Allah (Ibn Hajar, 2000). Mebroui and Mosbah (2020) argued that trust is a unique concept in the Islamic code of ethics because it can enhance economic activity by fostering cost-effectiveness and organizational competence. Islam instructs entrepreneurs to uphold honesty and truthfulness toward their employees and customers, thereby contributing to societal well-being and supporting the underprivileged (Ashraf, 2021). Conversely, market trends reveal a deviation from this principle, as some entrepreneurs engage in dishonesty and deceit with employees and customers. Such behavior fosters corruption, bribery, fraud, and exploitation (Ayob & Saiyed, 2020).

The Prophet Muhammad (PBUH) was a highly influential figure in Arab society. From the exemplary roles of Prophet Muhammad (PBUH) and his companions in entrepreneurship, Prophet Muhammad (PBUH) exemplified the ideal of al-Amin through his unwavering honesty and integrity. Effective risk management is deeply rooted in wisdom, which earned him profound trust and respect within the community, according to Al-Mubarakfuri (2007). Prophet Muhammad (PBUH) was renowned for his trustworthiness, even before his Prophethood, earning him the title Al-Amin (the trustworthy one). Khadijah b. Khuwaylid (r.h.), a successful businesswoman, chose Prophet

Muhammad (PBUH) to manage her business due to her extensive knowledge of his trustworthiness and noble character.

In modern marketing theory, personal branding involves strategically positioning oneself or one's product in consumers' minds through distinctive, positive attributes. The Prophet Muhammad (PBUH) exemplified this concept through his honesty and trustworthiness in business. By consistently demonstrating integrity and fairness, he established a strong personal brand among his customers. As a result, the name Muhammad (PBUH) became synonymous with honesty and justice, reflecting a successful example of personal branding. His approach to positioning himself in consumers' minds involved embodying high ethical standards and professionalism, thereby creating a strong, positive image associated with his character and business practices. Distinct personal branding often arises from possessing unique values compared to others. Embracing Islamic values can significantly enhance personal branding. Althof and Fachrunnisa (2022) found that Islamic human values have a positive and significant impact on personal branding.

Islamic values play a crucial role in shaping personal branding, particularly for Muslim entrepreneurs, by fostering trust, integrity, and ethical conduct in business. Personal branding is how individuals present themselves to the world, and in an Islamic context, it must align with the principles of Akhlaq (morality) and Syariah (Islamic law). The attributes of Al-Amin (trustworthiness) and Al-Shidq (truthfulness) significantly impact personal branding by fostering honesty, integrity, ethical business conduct, optimism, humility, and social responsibility. A Muslim entrepreneur who upholds these values will develop a strong, respected, and resilient personal brand that aligns with the prophetic model of business excellence exemplified by the Prophet Muhammad (PBUH).

Islamic human values, derived from the Quran and Hadith, instruct us to act with integrity in all aspects of life, including social media. Adhering to these values helps prevent engagement in harmful or trivial activities. According to Gupta and Sharma (2016), human values and skills are crucial for increasing productivity. Effective personal branding involves managing perceptions and controls that shape how others think about an individual (Breen & Breen, 2015).

The Prophet's companions, such as Abu Bakar, Umar b. al-Khattab, Uthman b. Affan, Abdul Rahman b. Auf demonstrated the qualities of a "risk leader" by undertaking significant business risks and innovating in their economic endeavors, while adhering to Islamic values. The title of Al-Siddiq was conferred upon Abu Bakr due to his being the first to affirm the message of Prophet Muhammad (PBUH) and his steadfastness in honesty (Al-Suyuthi, 2004). He was well regarded by those who met him and felt comfortable in his presence, owing to his extensive knowledge and exceptional business skills (Al-Mubarakfuri, 2007). According to Al-Suyuthi (2004), Abu Bakr was raised in Mecca and rarely left the city except for trade purposes. He frequently conducted trade in Basra and donated his wealth

to support the Prophet (PBUH) and the cause of Allah (Al-Dzahabi, 1985). This example demonstrates that an entrepreneur's personality, characterized by commendable traits and a reputable title, can significantly enhance opportunities for expanding business ventures. A positive name and title influence customer trust, facilitating collaboration and development in new business endeavors. According to Rahayu and Marka (2024), personal branding has a positive and significant impact on career success, with well-branded individuals demonstrating a strong commitment to their professional achievements. Furthermore, integrating Islamic values into daily life is vital for developing personal branding, as traits such as integrity, honesty, and a strong work ethic foster a positive self-image and build trust with others (Rahayu & Mark, 2024). Islamic values, including honesty, justice, and blessings, are fundamental to human behavior and provide a crucial foundation for establishing businesses that generate material profit while also delivering social and spiritual benefits (Khatimah et al., 2024).

The Prophet Muhammad's (PBUH) companions, Uthman b. Affan (Hilaluddin et al., 2024) and Abd Rahman b. Hilaluddin et al. (2018) portrayed their wisdom in entrepreneurial endeavors as evident, balancing risk with ethical behavior and transparent, strategic management. According to Al-Dzahabi (1985), several of the ten companions promised were involved in trade and commerce. Among those mentioned are Abu Bakr, a successful merchant in Mecca and frequently traded in Basra; Umar b. Khattab, who traded in the market and was the first to manage wealth within an institution known as Baitul Mal; Uthman b. Affan, mostly known as an entrepreneur and millionaire, and also known as a date merchant and for the story of the Ruwmah well endowment; Abd Rahman b. Auf, a pious merchant and grateful millionaire; Abu Ubaidah b. Al-Jarrah, who managed Baitul Mal; Thalhah b. Ubaidillah, who is mentioned to have traded in Sham; and Zubayr b. al-Awwam, who is noted as a tailor. Other companions, such as Ali b. Abi Talib, Sa'ad b. Abi Waqqas, and Sa'id b. Zaid, were involved in various economic activities but were better known for their administration and military roles. All of them supported Dakwah Prophet Muhammad throughout their respective careers.

The companions' entrepreneurial ventures were characterized by integrity, fairness, and a deep commitment to serving the community, reflecting how these historical figures successfully practiced their leadership and managerial roles in accordance with the principles of Islam, with these characteristics central to entrepreneurial theory. Hence, most research in this field emphasizes the essential individual characteristics of Muslim entrepreneurs. This focus arises from the recognition that entrepreneurs are pivotal in the entrepreneurial process and play a crucial role in establishing new ventures. Hence, it is evident that Muslims have exemplary figures of successful entrepreneurs to emulate.

Islamic human values significantly impact the personal branding of individuals who adhere to Islamic principles. The principles help sustain balance in their lives and build personal branding based

on these values. Practicing Islamic values in entrepreneurship creates a distinct religious image. It contributes to success and a positive reputation (Aji & Muslichah, 2023), and Frendika et al. (2018) observed the significant impact of human values on personal branding. Strengths such as values and personality are crucial in personal branding and job search. Additionally, a study in Saudi Arabia found a relationship between Islamic human values and personal branding, particularly in maintaining one's persona on social media (Basabain et al., 2021).

Narrated Isma'il b. 'Ubaid b. Rifa'ah: From his father, from his grandfather, that he went with the Messenger of Allah (PBUH) to the Musalla, and he saw the merchants doing business, so he said: "O people of trade!" and they replied to the Messenger of Allah (PBUH) turning their necks and their gazes towards him, and he said: "Indeed the merchants will be resurrected on the Day of judgment with the wicked, except the one who has taqwa of Allah, who behaves charitably and is truthful." (Riwayat al-Tirmizi, no. 1210 [Hasan sahih according to al- Tirmizi], refer to Silsilah al-Sahihah Al-Albani for the hadith's authenticity, which is confirmed as sahih). This means that an entrepreneur who is safeguarded during the Day of Judgment is the one who has taqwa, performs good deeds, and upholds honesty. Taqwa means following His commands and avoiding His prohibitions in every aspect of life, including during business transactions. Doing good means treating all parties involved, such as customers, employees, and business partners, fairly and beneficially. Meanwhile, honesty is being truthful in every word and action, including avoiding deception, dishonesty, and exploitation of others in business dealings.



Figure 1: Framework of Al-Amin (trustworthiness) and Al-Shidq (truthfulness) as Personal Branding in Islamic Entrepreneurship

Figure 1 shows a framework of Al-Amin (trustworthiness) and Al-Shidq (truthfulness) as personal branding in Islamic entrepreneurship. Trustworthiness and truthfulness are fundamental psychological

characteristics of entrepreneurs and crucial for fostering ethical behavior within a society. It enhances integrity and moral conduct, which are intrinsic to honesty. Being trustworthy encompasses being authentic, punctual, honoring trusts, keeping promises, and being fair in all actions. Trustworthiness is a vital aspect of noble Islamic character. An essential element of entrepreneurship is honesty. Therefore, Muslim entrepreneurs should embody piety, honesty, and integrity and consistently practice truthfulness in all their speech and actions throughout their business activities. This adherence to truth and trustworthiness is necessary to attain the rewards outlined in Hadith.

The other rewards offered to honest and trustworthy entrepreneurs include being safeguarded from being among the sinners (Riwayat al-Tirmizi no. hadith: 1210 [Hasan sahih according to al-Tirmizi]. Refer to Silsilah al-Sahihah Al-Albani: this hadith is sahih), shielded from deceit and other harms (Abu Daud, no. hadith: 3326; Al-Tirmizi, no. hadith: 1208. Al-albani: this hadith is sahih), and benefiting from the transparent nature of their dealings, barakah (Al- Bukhari, no. hadith: 2008) and the preservation of their wealth (Muslim, no. hadith: 1606). All of these efforts will contribute to al-falah (success) and well-being, representing the reward of success in this world and the Hereafter. If an entrepreneur fails to prioritize these qualities, they may miss significant opportunities and encounter substantial challenges.

Aspiring Muslim entrepreneurs should draw inspiration from the exemplary models of the Prophet Muhammad (PBUH) and his companions. By embodying the core values of truthfulness and trustworthiness, they can enhance their personal branding, achieve career success, and contribute positively to their communities. This alignment with Islamic values supports ethical conduct and fosters sustainable entrepreneurial success in a dynamic business environment.

Triangulation Informant 2 (IFT2), an entrepreneur with 16 years of experience, emphasized the significant influence of trustworthy personal branding on business success. According to IFT2, establishing a reliable and credible personal image fosters trust among stakeholders, thereby enhancing business growth and sustainability. Personal branding was also emphasized by Triangulation Informant 2 (IFT2):

"Daripada situ masuk tv, dengan tv tu saya dapat rancangan 13 episod Laziz Jiddan. Bila saya masuk tv, hi assalamualaikum saya chef ustazah"

"From there, I appeared on TV, and through that TV appearance, I got a 13-episode show called Laziz Jiddan. When I appeared on TV, I introduced myself, "Hi, assalamualaikum, I am Chef Ustazah."

IFT2's statement, "When I appeared on TV, 'Hi, assalamualaikum, I am Chef Ustazah" highlights the role of media in strengthening brand identity. The use of media platforms not only introduces

products but also plays a pivotal role in shaping entrepreneurs' reputations. In this case, the informant successfully developed strong personal branding through creative approaches, such as adopting the name Chef Ustazah, which embodies Islamic values.

Through her personal branding as Chef Ustazah, she ensures that all her activities and food ingredients adhere to halal standards, demonstrating her commitment to following Islamic principles in every aspect of her work. This branding instills customer trust, as the name reflects an Islamic persona that values integrity.

This was also highlighted by Triangulation Informant 2 (IFT2):

"Brand ni kita bina lama, dia ambik masa, kalu boleh kita nak legasikan benda ni kepada anak-anak. Sebab brand ni sya nak lambangkan chef tu masakan, makanan dan minuman sebenarnya, ustazah tu saya nak melambangkan benda halal nampok ko benda ni halal. Katalah nama camprice dengan chef ustazah, situ yakin dah dengan jenama kalu saya takdok halal pun ore beli"

"This brand took us a long time to build; it takes time. If possible, we want to leave this as a legacy for our children. This brand is meant to represent the chef—cooking, food, and beverages—and for the ustazah, I want it to symbolize halal, so it is clear that it is halal. For example, a brand like Camprice and Chef Ustazah, 'Chef Ustazah' is already trustworthy. Even without a halal certification, people would still buy it."

"Sahabat2 rasulullah semo nego belako. Konsep nego ada amanah dah situ"
"The companions of the Prophet all engaged in trade. The concept of trade inherently involves trust."

IFT2 emphasizes the importance of developing personal branding that reflects the values of honesty and trustworthiness in the business context. According to IFT2, brand building does not happen overnight, but requires a long-term process and consistent effort. In this regard, honesty and trustworthiness are fundamental to fostering consumer confidence in a brand.

For example, IFT2 states: *"This brand took us a long time to build; it takes time. If possible, we want to leave this as a legacy for our children."* This statement highlights that brand building is not only for immediate benefit but also for future generations. It reflects a long-term responsibility that necessitates integrity in all aspects of the business. IFT2 further explains that personal branding must embody individual identity and the values intended to be conveyed: *"This brand is meant to represent the chef—cooking, food, and beverages—and for the ustazah, I want it to symbolize halal, so it is clear that it is halal."* In this context, the 'chef' brand signifies quality in culinary arts, while the 'ustazah' brand underscores the concept of halal. This branding acts as a symbol that assures consumers the products are not only of high quality but also comply with halal standards, aligning with Islamic principles.

IFT2 also expresses confidence in the strength of its branding to attract consumer attention: *"For instance, a name like Camprice with Chef Ustazah is already trustworthy; people would still buy it."* This statement demonstrates that personal branding grounded in honesty and trustworthiness can establish strong credibility, leading consumers to trust a product's halal status based on the brand's reputation. Aligning with Islamic principles, building a brand rooted in integrity and trust is a critical responsibility.

The expressions *"The concept of trade inherently involves trust"* and *"the companions of the Prophet all engaged in trade"* refer to business practices founded on the principle of trustworthiness. IFT2 recognized that trust in business is not merely an idealistic concept but was practically embodied by the companions of the Prophet Muhammad (SAW), who were successful entrepreneurs. In this context, trustworthiness encompasses responsibilities such as upholding customers' rights, maintaining product quality, and preventing fraud or manipulation in transactions. Customer trust in entrepreneurs is built on trustworthiness, which, in turn, provides a strategic advantage in fostering long-term business relationships and ensuring sustainable growth. In line with Islamic principles, building a brand based on integrity and trust is an essential responsibility. Prophet Muhammad SAW, known as *Al-Amin* (the Trustworthy), exemplified these values, underpinning his business success. Accordingly, the informant's strategy of leveraging media platforms to promote their brand aligns well with these principles. To establish a positive personal brand, individuals or entrepreneurs must demonstrate these characteristics in themselves and their teams. Physical strength signifies resilience and the ability to face challenges, while moral integrity reflects honesty and trustworthiness. By integrating these values into personal branding, one can cultivate an image that is appealing and assures others of their commitment to ethics and accountability in business.

Al-Amin (trustworthiness) and Al-Shidq (truthfulness) significantly impact business relationships and personal branding by building trust between entrepreneurs and their customers or business partners and by enhancing credibility and reputation within the industry. In practical entrepreneurial aspects, these elements are reflected through transparency in financial management, honest communication, and consistency in fulfilling commitments. These elements will strengthen the entrepreneur's identity, boost self-confidence, and foster emotional stability, which are crucial for overcoming business challenges. By practicing Al-Amin and Al-Shidq, entrepreneurs gain blessings in their business endeavors and create long-lasting success.

4. CONCLUSION

Any guidance from the Prophet Muhammad (PBUH), particularly concerning the terms تاجر - tajir (merchant) and بائع -baai' (seller), should be rigorously analyzed, thoroughly understood, and given

due consideration, as it constitutes crucial advice for Muslim entrepreneurs. Additionally, the narratives of the Prophet's companions, who were successful Muslim entrepreneurs during his time, should also be considered. Cultivating these identified traits is a fundamental step in navigating the entrepreneurial journey. Every Muslim entrepreneur must prioritize these characteristics, as their absence may make the entrepreneurial path more challenging and unpredictable. This ensures that the development of new ventures remains on the right path, adheres to Islamic jurisprudence, and is characterized by commendable values and ethics.

In summary, for Muslim entrepreneurs, embodying the qualities of Al-Amin and Al- Shidq is a matter of personal integrity and a strategic advantage in building trust, credibility, and sustainable success in their business ventures. A Muslim entrepreneur must consistently demonstrate honesty in all facets of their business operations, including product development, promotion, marketing strategy formulation, content creation, transactional activities, and customer service. In this context, the qualities of Al-Amin (trustworthiness) and Al-Shidq (truthfulness) are fundamental to personal branding. Personal branding entails establishing a distinct, positive identity that reflects an individual's values, reputation, and professional image.

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