

LAYER CHICKEN FARMING BASED ON PROPHETIC VALUES AND MODERN SUSTAINABILITY PRINCIPLES

Study Case: The Republic of Indonesia

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Abstract

The layer farming industry is one example of how the fields of management and business are closely related. It is well known that Prophet Muhammad SAW urged his followers to raise and care for livestock as part of the teachings of Islam. This seeks to preserve animal welfare, safeguard other living things, and promote economic independence through the husbandry of animals. One of them could serve as an illustration of how the Prophet's sunnah should be applied. Taking good care of laying hens is a luxury that will yield eggs with economic value and adhere to the principles of business sustainability as taught by the Prophet Muhammad SAW.

Keywords : layer farming, prophet values, management, business, entrepreneurship

Introduction

Islamic business ethics are a set of morally based good, bad, right, and wrong values in the business sector. In Islam, business plays a significant role in trade. In this instance, traders are people who work in the trading industry on a daily basis, usually producing goods that are subsequently sold again. A friendly and comforting customer is essential to the community as a trader or supplier of goods or services. Ethics can help achieve this, but it will be more significant if business regulations apply Islamic ethics in line with Syar'i teachings. Generally speaking, the term "entrepreneurship" refers to any business activity that is conducted. The word "entrepreneur" is derived from the French word "contractor." Entrepreneur is the word's root, meaning "enthusiastic," "willing to try," and "full of adventure" (Wazin et al., 2023).

One of the businesses that can be implemented in accordance with prophetic principles is layer chicken farming. By supplying animal protein, the laying hen industry plays a strategic role in enhancing the welfare of the farming community and the quality of human resources. The industry of laying hens is significant because it provides some of the animal protein that humans require, such as meat and eggs (Gonzalez-Mora et al., 2021). With the development of the economy, cultivation activities have entered a new real with commercial objectives. This means that the cultivation process is not only aimed at conservation efforts but also at obtaining material benefits. This condition opens new opportunities for communities with adequate natural resources to process them as best as possible to achieve maximum results. One of the promising economic opportunities in cultivation is the breeding of laying hens. The potential for laying hen cultivation is wide open among Indonesian society. This is supported by many studies show that laying hens are relatively easy to breed (Aswar et al., 2024).

Because demand and prices are constantly rising, the laying hen industry has promising business prospects. Farmers find it challenging to forecast and calculate profitable businesses when essential production factors like seeds, feed, and medications/vaccines are not readily available at stable prices. To boost sales and gain market dominance, entrepreneurs must effectively leverage the laying hens market's potential for growth. As a result, laying hens are more competitive and require a sophisticated business development strategy (Ramadhon et al., 2021).

Business cannot be separated from ethics, because first, business is not free from values. Second, business is part of the social system. Third, business applications are identical to professional business management (Ogbuke, 2022). Business activities are motivated by various perspectives of business people. For this reason, businesses must adapt to their environment. So that business goals must consider the interests and phenomena and culture that prevail in society (Akbar et al., 2023). First, do not disturb the surrounding environment. Both businesses are built in a legally secured environment. The three locations have potential resources, especially adequate feed. These three elements must be present in establishing a livestock business, the first element is related to waste that can disturb the environment, the second element is related to licensing,

there must be a business permit from the surrounding community and the local government. These three elements become considerations for establishing a chicken farm business (Arif & Djatmiko, 2022).

Trust, ethics, and profitability are all essential components of a successful business. As a guide for Muslims, the Prophet Muhammad has demonstrated how to conduct business in accordance with Islamic law, so when a businessperson engages in trade, they are following the Prophet's teachings. In their businesses, more and more entrepreneurs are following the Prophet's example. This includes being customer-focused by making sure that customers are satisfied, fostering transparency with clients by adhering to honest business principles, encouraging fair competition in the marketplace, and taking justice into consideration so that no party feels oppressed or disadvantaged in business dealings. (Uyuni, 2021).

The concept of monotheism is a vertical dimension of Islam which means Allah as God Almighty sets certain limits on human behavior as caliph, to provide benefits to individuals without sacrificing the rights of other individuals. This is in line with the word of Allah SWT. in QS. As-Syuara verse 183 whose translation is do not harm humans by reducing their rights and do not cause damage to the earth (Mas and Karmila, 2023).

Worship in Islam can be characterized as encompassing all that Allah Ta'ala loves, including a person's internal and external words and deeds. Accordingly, worship encompasses all actions and words performed for the glory of Allah Ta'ala, including social activities, rituals, beliefs, and individual contributions to the well-being of others. Allaah The Almighty Says (what means): ***{And indeed, for you in grazing livestock is a lesson. We give you drink from what is in their bellies - between excretion and blood - pure milk, palatable to drinkers.}*** [Quran 16:66]. ***{So eat of that [meat] upon which the name of Allaah has been mentioned, if you are believers in His verses.}*** [Quran 6: 118]. These mentioned at Quran and *Sunnah* (Prophetic tradition) (Islamweb staff).

The Prophet has served as an example of proper business ethics for Muslim entrepreneurs, who view these principles as crucial to achieving their success. The Prophet's business success is inextricably linked to the circumstances he faced throughout his life. From an early age, he endured a variety of hardships, including being an orphan, working as a shepherd to make ends meet, and trading with his uncle Abu Talib in different nations since he was twelve years old. Because of this, the Messenger of Allah has a strong will and way of living. Islam demands that every adherent do everything in their power to uphold sharia law in all facets of life, including muamalah. In order to create social justice, balance in meeting needs, open up jobs that are suitable, and distribute income in the community in an equitable manner, the rules of sharia in muamalah are intended to bring about blessings that are both noble and blessed (Uyuni, 2021).

Generally speaking, historical tales and parables are included in the Qur'an to encourage introspection and the acquisition of life wisdom. Humans, particularly Muslims, are encouraged to consider the nature and purpose of life by thinking back on historical events and using metaphors with hidden wisdom to prepare for the afterlife and live their lives. Because of their deep integration, the Islamic teachings found in the Qur'an eventually form the foundation of culture, encompassing the moral and ethical principles that permeate every aspect of community life (Ozdemir, 2003). Islamic ethical interpretation grounded in the teachings of the Qur'an. Environmental ethics and Islamic moral teachings are closely intertwined. Humans are described in the Qur'an as Allah's vicegerent (khalifah) on earth, with the responsibility (amanah) to act on His behalf. Humans are responsible and intelligent beings who have a duty to protect the planet on behalf of Allah and refrain from actions that could endanger the existence of other living things (Sayem, 2021).

One example of applying prophetic values and sustainability principles in layer poultry farming can be seen in how farmers are encouraged to maintain cleanliness, animal welfare, and environmental responsibility. From a prophetic perspective, the Prophet Muhammad ﷺ emphasized compassion towards animals, ethical treatment, and fairness in trade. These teachings align closely with modern sustainability principles, which stress responsible resource management, environmental protection, and long-term productivity. For instance, a farmer who ensures proper waste management to avoid polluting nearby communities, provides adequate space and clean water for the chickens, and engages in fair market practices reflects both the ethical standards taught by the Prophet and the goals of sustainable agriculture. This integration shows that prophetic ethics and sustainability are not only compatible but mutually reinforcing in guiding responsible and impactful farming practices.

Method

Nazir (2014) said that descriptive research is the process of examining human stability, a particular object, a condition, a thought system, or a particular phenomenon at this time in order to develop a methodical, factual, and comprehensive understanding of the facts, properties, and relationships between the phenomena under investigation. In contrast to experiments, the descriptive qualitative research method is the standard category, approach, or technique used to carry out studies on scientific objects in unrestricted real-world settings. Often called "creating only broad conclusions," descriptive research aims to accurately describe the results of completed research without drawing any conclusions. This approach focuses less on the "why" of the research topic and more on the "what" of the analysis topic.

This study addresses the following key research questions:

1. Is the layer chicken farming effectively based on prophetic values and modern sustainability principles in Indonesia?
2. Is the layer chicken farming suitable based on prophetic values and modern sustainability principles in Indonesia?
3. Is there any contradiction of using layer chicken farming suitable based on prophetic values and modern sustainability principles in Indonesia?

Results and Discussions

As it is known, the livestock sector has developed quite effectively in Indonesia. One of them is in layer chicken farming. This is because one of the cheap and accessible sources of animal protein is eggs. According to Nurliani et al. (2023), the public's awareness of the value of food and nutrition, especially the role of protein in daily life, is growing as the population and educational attainment rise. Because egg products can be used in a wide range of culinary applications, their demand in the Indonesian market is constantly high. Furthermore, market prices for eggs are fairly consistent. On the other hand from Elpawati et al., (2022) said that one good source of animal protein for human health is eggs. Purebred chicken eggs are among the most popular eggs consumed by Indonesians. Numerous forms of high-quality protein, including necessary amino acids for human needs, can be found in chicken eggs. Seven grams of protein can be found in one egg. The yolk of an egg has 16.5% protein and the white has 10.9%, but the yolk has 32% fat and the white has very little. Vitamin A, riboflavin, folic acid, vitamin B6, vitamin B12, choline, iron, calcium, phosphorus, and potassium are among the other vitamins and minerals it contains. This is in line with Angriani's (2024) explanation that the livestock business most commonly cultivated by farmers is layer and broiler chickens because they are easy to raise, have a relatively short growth period, and the business has good prospects considering the high market demand, as well as their high nutritional value and affordable price. The system of layer chicken farming has been implemented for a long time, because fundamentally, life is supported by reciprocal relationships among humans. In this case, how humans engage in mutualistic symbiosis with pets. Keeping chickens is one form of applying prophetic values, as raising chickens will provide many benefits for humans. In addition to eggs, livestock waste can also be utilized as fertilizer, which will be beneficial for plants.

Layer chicken farming is also effectively implemented in Indonesia because it is based on prophetic values while also applying modern sustainability principles. This is because, from a perspective standpoint, it aligns with the opinion of (Macer, 2018) which explains that feeling pain and suffering, self-awareness and consciousness, the capacity to plan for the future, the importance of life, and a personal love of life are examples of intrinsic ethical factors. Human need and/or desire, human sensitivity to animal suffering, fear of inciting cruelty in humans, disapproval of other animals, and the religious standing of animals are examples of extrinsic factors. The process of developing more ethical poultry production systems is ongoing, and moral advancement and what can be called more ethical poultry are visible in the development of ethical standards.

The Farm Animal Welfare Council (2009) set out principles to lessen suffering in terms of the five freedoms:

- 1) Freedom from hunger and thirst: access to fresh water and good nutrition.
 - 2) Freedom from discomfort: suitable housing with protected areas to rest.
 - 3) Freedom from pain, injuries, and diseases: prevention, diagnostics, and treatment.
 - 4) Freedom to express normal behavior: sufficient space, adequate equipment, and contact with pen mates.
 - 5) Freedom from fear and suffering: husbandry conditions and treatment that does not cause psychic suffering.
- This is consistent with the statement by United Nations Environment Programme (2019) that technology and science are developing quickly and offer fresh chances to improve poultry production and our knowledge of poultry, which may lead to a more moral society than we have in the past. One dimension of sustainable food systems is farm animal welfare. Animal welfare is increasingly understood as a morally important dimension of sustainable agriculture and is coming under increasing demand by governments, retailers, consumers, and voters.

Keeping animals, one of which is laying hens, also provides humans with an understanding to love one another and treat each other equally as fellow living beings. By genetic engineering them, we might be able to prevent them from experiencing pain, suffering, or even enjoying factory farming. Although such genetic modification would weaken the arguments that restrict our use of poultry, society may conclude that it is not in the best interests of the animals. For instance, we might create production facilities that use pheromones, color, music, smell, or temperature to make the chickens happy. Happier chickens will yield higher-quality meat, which will boost profits and guarantee more moral production. The development of more moral poultry production systems is an ongoing endeavor, and moral advancement benefits all people (Macer, 2018).

Layer chicken farming is suitable based on prophetic values and modern sustainability principles in Indonesia. The majority of the population in Indonesia adheres to Islam, which supports the implementation of

layer chicken farming effectively based on prophetic values and modern sustainability principles. This is in line with the teachings of Islam as taught by the Prophet Muhammad (PBUH), which are based on the Quran and Hadith. Based on history, the Prophet Muhammad (SAW) was an excellent businessman, which makes the egg-laying chicken farming business worth pursuing. In addition, the Prophet Muhammad (PBUH) taught that business should be conducted with ethics. Ethical business is a business that adheres to a series of noble values derived from conscience, empathy, and norms (Durin, 2020).

The maintenance of layer chicken farms is certainly based on animal welfare and also modern sustainability principles. This means how to prioritize animal welfare principles while also applying sustainable farming principles. Technically, the management of laying hen maintenance certainly involves several aspects, including how to apply honest and trustworthy behavior. This means that layer chicken farming is not only aimed at commercial purposes but also at mutually caring for and nurturing fellow living beings. Not only do they gain profit from the eggs and other by-products produced, but they also provide care as farmers and produce high-quality products that benefit the surrounding environment. With diligent care, happy chickens will be raised, and naturally, the eggs produced will also be of higher quality. Upholding the teachings of the Prophet Muhammad as a foundation for being a farmer who practices compassion towards living beings and also engages in trade as a means of business.

The Prophet has served as an example of proper business ethics for Muslim entrepreneurs, who view these principles as crucial to achieving their success. The Prophet's life experiences are inextricably linked to his business success. Because of this, the Messenger of Allah has a strong will and way of living. Islam demands that every adherent do everything in their power to uphold sharia law in all facets of life, including muamalah. In order to create social justice, balance in meeting needs, open up jobs that are suitable, and distribute income in the community in an equitable manner, the rules of sharia in muamalah are intended to bring about blessings that are both noble and blessed (Uyuni, 2021).

Discussing Prophet Muhammad's (PBUH) personality entails discussing his actions. Searching for knowledge that can be gained from the Prophet Muhammad SAW's biography, specifically regarding his insight as a prosperous individual who became a genuine businessman. His intriguing personality is also inextricably linked to the principles he upheld, which helped him become an exceptional individual in the field of entrepreneurship. From nothing at the beginning of his career, he became an owner. Muhammad SAW is a wonderful human being with a million virtues and an intriguing personality. Not only can humans succeed, but they can also serve as mentors to their ummah. Through training, hardship, and entrepreneurial-based business practices, Muhammad PBUH is able to change his personality in the real world. Muhammad PBUH as a businessman serves as *uswatun hasanah*, or an exemplary example in all areas, including economic activity (Angriani, 2024).

The management of layer chickens itself is a series of maintenance activities that begin with the selection of quality chicken breeds, housing and sanitation management, feed, and health. These are several crucial stages that must be carried out to produce quality products. Quality chicks will certainly produce good eggs as well. In line with good housing and feed management according to their nutritional needs, this will result in quality egg products. Health management is also an important aspect to avoid the spread of diseases that could potentially cause losses. Management plays a critical role in layer chicken farming after feed, which accounts for almost 70% of the total cost. Thus, in addition to selecting the right and appropriate feed, management plays a role in achieving the desired productivity according to the plan. This is done in accordance with the recommendations of the Prophet Muhammad, based on what was conveyed by Angriani (2024) that, according to the Qur'an, Surah An-Nahl, Verse 80: "And Allah has made for you houses as places of dwelling and made for you from the hides of the animals (as) tents which you find light on the day of travel and when you stop for rest," Islamic livestock production facilities have clarified that every human endeavor always has the necessary equipment and infrastructure to carry out its efforts. And (He) created household items and pleasure for a period of comfort out of their wool, fur, and hair." Breeder chickens, feed, medications, litter materials, heating fuel, and cage equipment are among the livestock production facilities that need to be prepared. One of the most crucial aspects of raising laying hens is choosing the right breeder chickens, which is also the secret to business success. Naturally, it is essential to choose chicken breeds that are healthy and free of any flaws. Feeding comes next, and high-quality feed is one that has enough protein, carbs, calcium, minerals, and vitamins to meet the needs of the hens. Next, drugs for the chickens themselves, as regular vaccinations and vitamin administration are crucial for their well-being. An essential component of the layer chicken industry's sustainability is the coop's completeness. Maintaining the health of layer chickens should be your top priority because the coop's cleanliness has an impact on the birds' wellbeing. The health of the chickens themselves will be impacted by accumulated chicken droppings.

In Indonesia, layer chicken farming aligns with both prophetic values and modern sustainability principles, without any contradictions. This is because both complement each other with prophetic values serve as a strong foundation that is highly compatible with the recommended practices in layer chicken farming. Moreover, this alignment supports modern sustainability principles, which emphasize efficient and non-

conventional farming methods while upholding the concept of animal welfare. This aligns with the statement presented in United Nations Environment Programme (2019) that an increasing quantity of research demonstrates that animals are living things with feelings, emotions, and perceptions that are similar to our own, as well as the capacity to suffer and experience states of wellbeing, underscoring the significance of animal welfare. An enormous and expanding collection of globally and regionally recognized science-based standards, treaties, conventions, rules, directives, and agreements now address animal welfare. Under the guidance of the World Organization for Animal Health (the OIE), it has a global policy stream with established international standards and regional strategies for the advancement of animal welfare that span all continents, including Africa at this time, thanks to the African Union.

Everybody must treat himself, other people, the universe, and Allah SWT as his Creator with kindness, according to the fundamental business ethics that are based on Islamic teachings. As a guide for Muslims, the Prophet Muhammad actually practiced conducting business in accordance with Islamic law, which is equivalent to following his sunnah. because of everything the Prophet Muhammad did, including the sunnah. Furthermore, after the Qur'an, the sunnah serves as the second foundation for Islamic law (Uyuni, 2021).

The implementation of layer chicken farming based on prophetic values and modern sustainability principles is very much in line with existing practices in Indonesia. This means that both concepts are synergistic and also in accordance with Sharia in conducting business while simultaneously playing the role of an entrepreneur. This is in accordance with the opinion Uyuni (2021) when discussing Prophet Muhammad PBUH's personality, it is necessary to discuss his actions. searching for knowledge that can be gained from the Prophet Muhammad SAW's biography, specifically regarding his insight as a prosperous individual who became a genuine businessman. His intriguing personality is additionally intrinsically related to the principles he upheld, which helped him become an exceptional individual in the field of entrepreneurship. From nothing at the beginning of his career, he grew to become an owner. Muhammad SAW is a wonderful person with a million virtues and an intriguing personality. In addition to succeeding, humans can also serve as mentors to their ummah. Through training, dedication, and entrepreneurial-based business practices, Muhammad PBUH is able to change his personality in the real world. Uswatun hasanah, or an excellent example in all areas, including business, is what Muhammad PBUH is in this instance.

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