

Defense Of Digital Business Morals and Ethics Based On Chess Paramitha

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Abstract

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The demographic bonus that will occur in the future is certain to be filled by the Gen-Z population who are very familiar with the digital world as a guide in their activities. Life really depends on the role of digital business. The business world will note new entrants who survive and disappear in a relatively quick time. Likewise, the business profession will enter areas without the scientific discipline they are engaged in, thus potentially causing conflict. To achieve ideal business goals, one must pay attention to the correct ideological superstructure (Sandeson, 2003:60) in accordance with moral teachings in religious life. Hinduism and Buddhism recognize the term Catur Paramitha, namely metta (Buddhist) or maîtri (Hindu), Karuna, Upeksha and Muditha. If the teachings of Catur Paramitha are digitized from an early age, they will help lay the foundation for religious values applied to business activities. The process of maintaining morals cannot be done instantly, because it takes a long time to go through the phases of an individual human life. The digital world, which is an alternative teacher for the Gen-Z age population, must of course have started the change by introducing the teachings of Catur Pramitha from an early age in the form of animated film visualizations up to adulthood with adult films containing the teachings of Catur Paramitha. It is hoped that the implications of this teaching will provide a strong ethical foundation in business, a business person understands the elements of business by applying the values of friendship (maîtri/metta), love (karuna), sympathy (muditha) and tolerance (upeksha).

Introduction

Internet service users in Indonesia are currently experiencing very rapid growth, recorded after the pandemic reaching 77% of the Indonesian population before the pandemic, namely 175 million users, after the pandemic reaching 220 million users, this is a sign of the essence of the internet as part of society's basic needs, not Moreover, the millennial and generation Z sections of society have even spread to previous generations.

The use of video conferencing, e-learning and video streaming applications is very popular for daily activities, both for ordinary communication and business activities. So it requires 750 internet service providers to serve internet needs in all corners of the country. With such a large number of internet users, Indonesia has entered the era of digital sovereignty.

The potential for digital users is very strongly correlated with the national economy. However, the challenge is that it will actually make society become consumerist, without any intention to increase the competitiveness of local products to compete with foreign products which first take advantage of start-ups and their digital platforms to dominate the free market. The role of regulations to provide convenience for the development of start-ups and the country's own digital platforms will provide opportunities to advance MSMEs that are more controlled by the younger generation.

The original start-up development that became the first unicorn since 2016 was Gojek. This on-demand service company is an online motorcycle taxi-based food delivery service. After the merger with Tokopedia, Gojek also entered the Indonesian stock exchange, followed by Travelloka, Bukalapak, OVO and Gopay which enlivened start-up businesses with digital platforms.

The application of the internet that can be used to support the sales system is E-commerce. E-commerce is sales made through electronic media. According to Surawiguna (2010) describes e-commerce as a type of electronic business mechanism that focuses on individual-based business transactions using the internet as a medium for exchanging goods or services. According to Lai (2014), e-commerce allows consumers to buy products and services online. At the same time, the rapid growth of online stores has driven intense competition among e-commerce salespeople who increasingly see customer experience as important. E-commerce has become a business alternative in the modern era which is in line with increasingly dynamic market conditions and competitive competition, resulting in changes in consumer behavior.

The internet user community is experiencing quite good penetration over the years. The growth of internet users is proportional to the increase in world population. This really supports the smooth running of cyber business. The problem that arises now is the morality of internet users. Each user has the potential to take actions that are detrimental to their business partners.

Catur Paramita as a normative template for Hindu and Buddhist internet users. The values contained in the teachings of catur paramitha provide a guarantee of attitudes and behavior that can be accounted for by each internet user, both as a producer and consumer in the virtual world of business. Gen-z society does not yet fully understand paramitha chess. Conflicts often occur because one of the users feels disadvantaged. Catur paramita is an ideological superstructure that has a noble component originating from individual awareness in maintaining harmony among business actors.

Factors maintaining business moraledigital become a supporting pillar for the strong establishment of the digital economy of the future. As a pillar, of course it requires a critical analysis of its growth and development, so that research objectives can be drawn to answer the problem formulation as follows: 1) What are the factors for maintaining morals and ethics in digital business based on Catur Paramitha? 2) What is the process of maintaining morals and ethics of digital business based on Catur Paramitha 3) What are the implications of maintaining morals and ethics of digital business based on Catur Paramitha?

In an effort to solve the problems above, researchers use a critical theoretical framework that can be used as a friend in dissecting so that the gap between the expected ideal conditions and the reality that occurs is clear, with the hope that later it can be used as a basis for determining development policies for future start-ups and digital platforms.

Research Method

The research design uses interpretive qualitative research, so the researcher as the research subject accelerates the data emicly. Data is collected using a purposive sampling technique involving informants who will be interviewed in depth, then it will be analyzed using the verstehen method (understanding social texts as post-translation data from primary and secondary sources both verbatim and in thick description), trouble mapping (mapping the problems), interpretation (interpreting explicit and implicit messages).

Results and Discussion

1. Forms of Maintaining Digital Business Morals and Ethics

The milestones for strengthening the digital economy consist of consumer behavior, generational support, and internet reach. Consumer behavior is the process of searching, selecting, purchasing, using and evaluating products and services to meet their needs and desires. Consumer behavior is what determines purchasing decisions.

a. Consumer behavior.

Modernization is a transformation process from backward conditions to progress. In the modern era, the world tends to be faced with pragmatic matters because of demands for effectiveness and efficiency. However, being pragmatic does not mean abandoning quality, instead focusing on the quality of goods that consumers will use. Poor quality will cause the item to be abandoned by loyal customers. McDonaldization, for example, of fastfood culture. The people's culture of eating through a fastfood process, indicates that people tend to choose the tools that make it easier to move to achieve their goals, [Ritzer \(1993\)](#). Individuals understand the tools to achieve goals in an effort to save time and energy, of course this is closely related to efficiency and effectiveness to increase the profitability of their business. In digital development, artificial intelligence is a tool that really helps achieve that goal.

Rational action according to [Weber \(2020\)](#), entrusting the bureaucracy to manage the system so that it can achieve goals effectively and efficiently, is a development of management itself. The bureaucratic system applies discipline in dividing structures and functions to give rise to professionalism and integrity.

Based on the interview results, the motive for purchasing goods and services via the internet is caused by the convenience provided by startups that display attractive features from distributors to their consumers.

...shopping online is easier and there are more choices of stores so I can compare using the consumer reviews listed. If we shop online, we can see more items but cannot physically see the condition of the goods. In contrast to manual shopping, we can see the physical condition of the

goods but the choice of goods is sometimes limited. The time used is more flexible because it can be done anywhere, affordable price comparisons are cheaper because of the many discounts, but the bad impact is that sometimes the goods do not match expectations. As technology develops, future generations will prefer to shop online so they need an internet network. The limited network really affects the smooth running of online shopping because without the internet consumers cannot access the online shop they want to go to. (IAUP, interview September 12, 2023).

The distribution of goods exhibited at internet outlets, once they arrive turns out to be unsatisfactory, if this happens for the umpteenth time it will create resistance to digital business. Resistance tends to ignore morals, so that business ethics cannot be implemented properly.

b. Generational support

The success or failure of strengthening the digital economy depends on the support of a generation that understands the concept of digitalization. The characteristics of Gen Z, namely being technologically adept, fond of communicating, always indulgent in privacy, independent, very tolerant and ambitious, are the basic assets in the process of supporting defense. The Covid 19 period that hit the world's population changed society's perspective from conventional to non-conventional. People other than Gen Z are forced to follow the procedures for gaining results via the internet network or it can be interpreted as other than those born in the era of technological progress must be able to apply technology in order to continue life. Market laws apply, those who cannot afford it will be eliminated. For example, during the Covid-19 era, it was marked by the destruction of the tourism business, so inevitably they had to switch to other business systems. Of course, in the process of economic maintenance, people were required to use internet facilities to conduct business relations.

The new culture of conducting business communication using online must of course be packaged in a mix of verbal and written communication, so that business can be held accountable. Likewise, government support, which seeks to issue bonds to attract public funds amidst changing needs, then diverting fresh funding sources to digital platforms requires understanding of all lines of the organization without rejection, due to efforts to prevent the spread of this deadly virus.

c. Internet Coverage.

Digital businesses that use cyber networks or the internet really need quotas or limits on internet usage within a certain period of time. Likewise, internet coverage is really needed by internet users, so that internet penetration gets better. Global business promises huge profits if internet coverage expands through the use of WiFi installed in people's homes.

Internet users can be classified as players in global business. They can use computers or cellphones to carry out transactions. Business can be done anywhere, as long as the signal is able to penetrate the area where it is located. The internet-facilitated meeting process can save operational costs, but creates new problems due to failure in negotiations caused by business people not being able to maintain their respective morals.

According to Aristotle, moral understanding is part of virtue, based on virtue, a person will act appropriately. Meanwhile, Immanuel Kant stated that the universality of morals should be accepted by the public. From the definition of this great philosopher, it can be interpreted that morals are an element of goodness that is inherent in a person and needs to be maintained.

In the ideological superstructure, morality plays a role for individuals in achieving harmonious goals. [Sanderson, \(2003:60\)](#). Without moral awareness, it will lead to unbalanced relationships between individuals. Morals are reduced to ethical behavior, which will maintain balance. Moral and ethical concepts in religious teachings really help the awareness process, but they cannot happen directly, requiring long stages according to increasing age. When you reach adulthood, the competitive world of business will give rise to critical problems. For individuals, business is a way for the mind to produce economic ideas in processing infrastructure to achieve goals. Business activities produce added value that is useful in supporting family survival.

Enterprises can be categorized as socially and business oriented. The implementation, carried out conventionally in the real world, takes place in the goods and services market. Since information technology infrastructure is able to create imitations in cyberspace, conventional business ventures have turned into digital businesses. The implication of implementing imitation without being based on good morals will certainly ignore the agreed provisions of business ethics.

2. Catur Paramitha Teachings as a Basis for Digital Business Implementation.

Hinduism and Buddhism recognize the teachings of Catur Paramitha, namely Metri, Karuna, Muditha and Upeksha. These teachings in everyday life are passed down through the family and environment. The attitudes and behavior of parents towards their sons and daughters, such as respecting friendship, love and sympathy, and tolerance with others, are practiced directly in the environment where they live. So that when you grow up, this attitude becomes a guide to action. As a follow-up, the concept of Catur Paramita is the basic historical and philosophical foundation in strengthening unity and brotherhood among religious communities. ([Wirata, 2022:72](#))

Catur Paramitha is composed of four elements that are related and provide complementary contributions to each other, [Suartini \(2021:66\)](#):

a. Maitri/Metta

Maitri (Sanskrit) or Metta (Pali) is a moral effort that can refine a person's heart, or a sense of true friendship. Metta can be formulated as a desire for happiness for all beings. Metta is also often said to be a sacred intention that hopes for the welfare and happiness of all beings.

b. Karuna

Karuna is a feeling of compassion for the suffering of other creatures or fellow humans through helping actions to relieve burdens and suffering.

c. Mudita

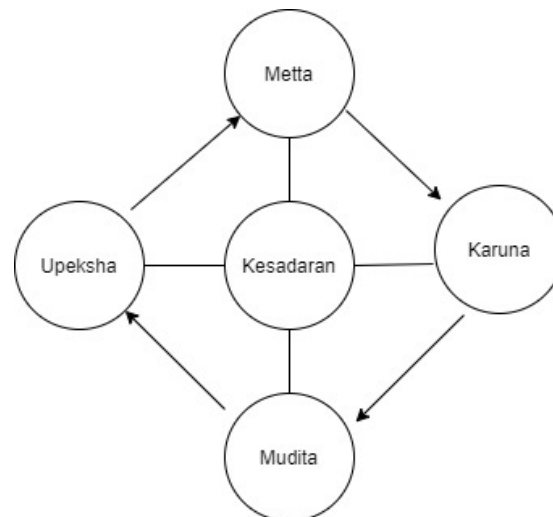
Mudita means joy, feeling happy for the happiness of others/fellow people. An attitude of sympathy is a feeling that is very sensitive to both good and bad events,

always pleasing other people, a bright facial expression, a sympathetic heart, joy and never being polluted by envy. Likewise, vice versa if someone is happy about someone else's success.

d. Upeksha

Upeksha is an attitude of tolerance by adopting a modest lifestyle, meaning a life that is not enslaved by the five senses. Apart from that, people who live modestly will be able to respect the opinions and efforts of other people. They will not insult or degrade people's dignity and will always express greetings and praise for people's success and happiness and will praise people's good opinions.

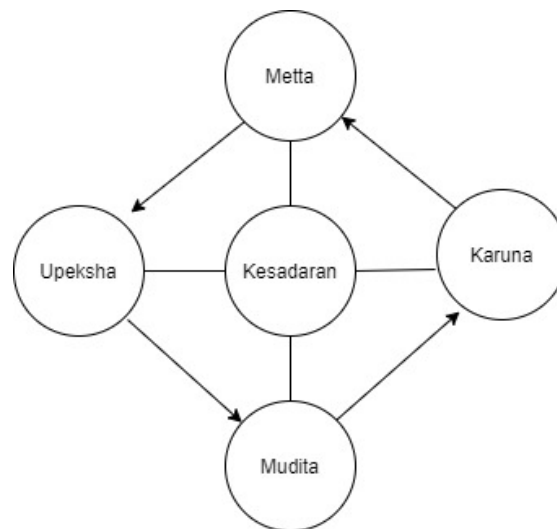
These four elements which are the legs of consciousness always rotate clockwise (pradaksina) which form internal consciousness in maintaining the morals and ethics of realizing a noble personality. Primary awareness will occur if individuals are able to manage the four elements into a unique combination.



Picture. 1.1 Internal Awareness Based on Catur Paramitha

Purwadaksina, namely respect through clockwise rotation, is a parikrama or symbolization that will lead the self to internal awareness. The values of friendship (metta) that grow from the heart through intense interaction with the environment will foster feelings of love (karuna) that come from the heart. A feeling of love between God's creatures is a prerequisite for being sensitive to environmental problems. The seeds of sympathy and empathy (mudita) provide space to share with others so that life appears simple. The radiance of consciousness that attaches to an individual is a guarantee of success in running a business.

On the other hand, in the prasawya position, namely respect through counterclockwise rotation, it is a parikrama or symbolism that directs the individual to take synergistic steps with the environment. The external awareness that binds us to do the best for our fellow humans and other living creatures can be described as follows:



Picture. 1.2 Catur Paramitha Based External Awareness

The teachings of chess paramitha are believed to be able to strengthen morals from an early age so that the learning model is designed from the age of 5 years to college. Alternative paramitha chess teaching materials are elaborated using Bloom's taxonomy model and can be described as follows:

Table 1.1 Development of Understanding and Application of Catur Paramitha Teachings Based on Age Groups

C1 (5-12 years)	Remembering the teachings of Catur Paramitha
C2 (13-17 years)	Understand the teachings of Catur Paramitha
C3 (18-21 years)	Applying the Teachings of Chess Paramitha
C4 (18-21 years)	Analyzing the teachings of Catur Paramitha
C5 (18-21 years old)	Evaluating the teachings of Catur Paramitha
C6 (18-21 years old)	Creating/creations based on the teachings of Catur Paramitha

At levels C1 and C2, the teachings of catur paramitha move from the petals of metta, Karuna, Muditha, Upeksha. Consolidation of moral maintenance in a clockwise rotation, rotation into the material filled with examples using virtual illustrations. While pThere are levels C3, C4, C5 and C6 teachings of chess paramitha moving from the petals of Metta, Upekhsa, Mudita and Karuna. Maintaining business morals and ethics in a counter-clockwise rotation, the design of teaching materials seeks to include games that prioritize interaction and adaptation to the business environment.

Advances in information and communication technology, in the next three decades, will penetrate the field of optigenetics. The human ability to design brain control using electricity and light is a very tough challenge for the world of education. However, the positive value is very high in increasing product productivity if it is elaborated with 5-G wireless cellular technology. The implication, whether we realize it or not, actually has an impact on high levels of consumption, as a result people become shopaholics or shopping crazy, Suda (2009:109). People who are crazy about shopping will tend to ignore the moral aspect. Mercantilism of knowledge in the process of teaching

awareness based on chess Paramitha will also hinder students. Knowledge mercantilism greatly weakens the maintenance of morals and business ethics for the world of education.

The solution is that the teachings of chess paramitha are taught seriously and patiently. Thus, the reception is in a dominant hegemonic position. Hall (1973). The attitude of Metta, Karuna, Mudita Upeksha will penetrate digital business users. Moreover, indirectly the development of the field of optigenetics is trying to win the world business constellation, at least the power of awareness of catur paramitha will provide moral defense. The hope for digital business people is in efforts to sharpen their praxis towards the implementation of the elements of catur paramitha, enriching the habitus of interacting with modalities that can significantly control the digital business arena. Bourdiue (1990)

Conclusion

A big narrative, which comes from research after being described through a complete problem formulation, needs to be concluded as a reference in re-arranging based on evaluation of errors in past actions. Conclusions that can be drawn are as follows:

1. The factors causing the maintenance of morals and ethics in future digital businesses are caused by: first, the consumer behavior factor which tends to be sophacholic or crazy about shopping which results in the growth of mercantilism in all fields as a form of moral and ethical decline in business. Second, the demographic bonus factor from genes -z supports increasingly widespread digital business processes so that there is no business gap without using digital tools. Third, the fast internet network supported by the 5-G wireless cellular technology system will stimulate the growth of innovation in the field of optigenetics which will result in structured control from the digital business elite which tends to damage morale due to weak awareness.
2. The process of maintaining digital business morals and ethics using the teachings of catur paramitha consisting of metta, Karuna, Mudita and Upeksha can strengthen individual awareness through the stages of age. The teaching method using Bloom's taxonomy intensely forms individual awareness to be able to control themselves through the intelligence of their thinking, because it is packaged through a clockwise rotation (purwadaksina) for internal intelligence and a counterclockwise rotation (prasawya) for external awareness.
3. The implication is that maintaining morals and business ethics based on catur paramitha for individuals is able to harmonize their self-awareness, so that individuals are not trapped in hyperreality conditions that are continuously produced by digital business content while at the same time being able to control thoughts that are actually detrimental to themselves.

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