



Monotheism in Every Grain: Revitalizing Islamic Ethics and Knowledge in the Peanuts Business

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ABSTRACT

This research arose from the lack of studies that integrate the concept of monotheism in an applicable manner within Islamic ethical philosophy and epistemology, particularly in the context of traditional micro-business practices, namely the sale of peanuts in Indonesia. The research gap identified is a lack of understanding of how the values of monotheism and Islamic ethics can concretely shape sustainability and justice in micro-scale businesses, whose moral and spiritual aspects are often neglected. The urgency of this research lies in the urgent need to strengthen the moral and epistemic foundations so that micro-entrepreneurs are able to run businesses that are not only economically profitable but also based on sharia principles and support social welfare. The main objective of the research is to examine in depth how monotheism as an epistemological and ethical foundation animates economic practices through the sale of peanuts, as well as the impact of these values on economic sustainability and justice. The novelty of this research lies in the qualitative method with a critical literature review approach that connects the



theory of monotheism and Islamic ethics with the dynamics of local micro-businesses, an area that still lacks scientific study. The research methodology employed a critical literature review of scientific works, documents, Islamic economic theory, and field practices to gain a holistic understanding. The results demonstrate that the comprehensive application of monotheistic values in every aspect of business enhances integrity, honesty, and social justice, all of which are fundamental to business sustainability. Thus, the peanut and garlic business serves not merely as an economic activity but also as a medium for activating spiritual and social values crucial to the well-being of micro-entrepreneurs and the wider community.

Keywords: Monotheism, Islamic Ethics, Islamic Epistemology, Peanuts Business.

INTRODUCTION

Traditional micro-businesses are a key pillar of the Indonesian economy, especially for the lower-middle class who depend on them for survival. According to Clerensia L. Tololiu, Grace A.J. Rumagit, and Joachim N.K. Dumais (2021), small businesses like selling peanuts and onions serve as iconic examples that not only provide livelihoods but also reflect the dynamics of the local economy amidst the challenges of globalization and urbanization. (Tololiu et al., 2021a, p. 67) However, these micro-business actors often face complex dilemmas, ranging from limited access to capital and markets, to moral-ethical issues such as fraudulent practices in weighing or consumer fraud, which threaten business sustainability and social justice. (Huda, 2021, p. 399) This challenge is increasingly relevant in the post-pandemic era, where economic uncertainty exacerbates inequality, as discussed in previous studies such as M. Umer Chapra's (2008) work on holistic Islamic economic ethics, or local research by Hifni Al Hakim (2019) which highlights sharia adaptation in MSMEs. (Lumbard, 2024, p. 1) Major advances in this area include the integration of sharia principles to address exploitation, but these are still limited to the macro scale, leaving gaps in everyday micro applications. (Wahab, 2025, p. 1)

The significance of this issue extends to both theory and practice: theoretically, it challenges the conventional secular economic paradigm by offering a monotheistic foundation as an epistemological foundation that unites spiritual, ethical, and material aspects; practically, it is essential to empower millions of MSMEs so



that their businesses are not only financially profitable, but also contribute to social welfare through the principles of justice (adl) and responsibility (amanah).(Kourtoglou et al., 2024, p. 119) Previous publications, such as the Journal of Islamic Economics and Islamic Business (2025), have discussed Islamic ethics in trade in general, but rarely have they integrated tawhid in an applicable manner to traditional businesses such as selling peanuts and onions—where the simple production process (purchasing, frying, and selling) is often fraught with unexplored ethical dilemmas.(Padilah et al., 2025a, p. 738) This creates a significant research gap: a lack of in-depth understanding of how the essence of tawhid can animate micro-business practices, strengthen morality, and generate positive social impacts, although literature such as Monzer Kahf's (2004) work on Islamic microeconomics demonstrates the potential for transformation.(Abou El Fadl, 2017, p. 7)

This study aims to fill this gap by critically exploring the role of monotheism as a foundation of values in Islamic epistemology and ethics that drives microeconomic activities, particularly in the sale of peanuts and onions.(Moumouni, 2025, p. 1) Specifically, this study identifies the implementation of monotheism to support equitable and sustainable business, and provides new contributions to Islamic economic theory at the micro level.(Disli et al., 2023, p. 1)

LITERATURE REVIEW

This literature review critically reviews the primary literature relevant to the theoretical foundations, empirical practices, and research gaps concerning the integration of monotheistic values into traditional microbusinesses in Indonesia. The analysis is divided into three crucial themes.

Epistemological and Ethical Foundations of Monotheism in Economics

Islamic and philosophical literature consistently views monotheism as the primary foundation of Islamic epistemology and ethics, going beyond the mere theological concept of the oneness of God.(Arroisi et al., 2023, pp. 225–226) The analysis by Al-Baidhani and Sardar synthesizes that monotheism acts as a praxis that demands the implementation of moral values, justice and honesty throughout the



spectrum of life, including economics.(Javadi, 2024, pp. 146–147) The trend in this literature is a shift from theological discussions to an emphasis on the ethical-operational relevance of monotheism, which asserts that spiritual values are a prerequisite for just social and economic sustainability.(Deif (أحمد ضيف) & Cochrane (2022, لوجان كوكران), p. 284) However, this literature, which tends to focus on the macro scale or formal business models, often has not explored in depth how this epistemological foundation of monotheism is translated specifically in the context of very simple, community-based microeconomics.(*Filsafat Ekonomi Islam_M Sultan Mubarak*, n.d., pp. 283–287).

Dynamics and Ethical Challenges in Traditional Micro Businesses

Traditional micro-businesses, which form the backbone of Indonesia's informal economy, are widely researched for their operational and ethical challenges.(Nugroho & Susilo, 2025, p. 575) This study highlights the moral and ethical risks faced by micro-enterprises (including simple practices such as selling onion nuts), which have the potential to hinder business sustainability.(Herlin et al., 2030, p. 115) These analyses, while accurate in identifying practical challenges such as lack of transparency or inequity, generally use a descriptive or sociological-economic methodological framework.(Noer et al., 2025, p. 184) The critical gap here is that most of these studies fail to link ethical challenges directly to the strong theoretical foundations of Islamic ethics (such as tauhid).(KONSEP ETIKA BISNIS DAN IMPLEMENTASINYA, n.d., p. 96) They offer an overview of the problem, but rarely empirically explore the effectiveness of applying Islamic values rooted in monotheism as practical solutions on the ground.(*E-Book Kapita Selektu Ekonomi Islam_Chapter Etika Bisnis Islam*, n.d., pp. 44–46).

Integration of Monotheistic Values in Microeconomics

The integration of Islamic values in micro businesses is a growing but still highly fragmented area of study.(N. A. Putri et al., 2025, p. 9074) Research shows the importance of Islamic business ethics in shaping honest and fair behavior.(Gofur et al., 2025, p. 14) However, these studies tend to discuss Islamic business ethics in



general (such as the principle of mudharabah or avoiding usury) and have not explicitly used monotheism as the main epistemological and ethical foundation that frames all traditional micro-business activities.(Ridwan, 2025, p. 131).

This study aims to fill a crucial academic gap by holistically linking these three dimensions. While other literature discusses monotheism theoretically, or discusses micro-enterprises descriptively, this study specifically examines how the value of monotheism functions as an epistemological necessity, not just an ethical supplement, for building sustainability and social justice in traditional, highly localized micro-business practices (such as selling peanuts and onions).(Syarif & Mansur, 2025, pp. 1494–1495) This study will use a theoretical-ethical perspective to analyze and synthesize local practices, thereby enriching the understanding of the role of tauhid in Indonesian microeconomic practices and providing a more robust ethical framework for the informal sector.

RESEARCH METHODOLOGY

This research uses a qualitative approach with a Literature Review method (Critical Literature Review) which is holistic and in-depth, by combining the perspectives of monotheism, Islamic ethics and epistemology, and kacang bawang in analyzing the concept.(Sadiqin, n.d., p. 3117) The data sources are in the form of scientific articles and academic documents obtained through searches on Google Scholar using specific keywords such as "tawhid in the sale of onion peanuts", as well as Islamic ethics and epistemology in the sale of onion peanuts".(Hutamy & Zhafirah, 2024, p. 7828).

Literature selection process

Following the inclusion criteria: articles published between 2021 and 2025, in Indonesian or English, peer-reviewed, and relevant to the topic. Non-academic articles, articles lacking full text, or articles lacking relevance were excluded from the review unless they met the criteria and were analyzed further.(Sukayasa, 2025, p. 559).



Data analysis

Conducted qualitatively using thematic synthesis techniques which involve coding the content of articles to identify main themes, patterns, and research gaps in each scientific discipline. (Taufiq & Sadali, 2025, p. 42) The validation stage of the results was carried out through triangulation of data sources and discussions with experts in the field of Islamic economics and peanut and onion sellers to ensure the certainty of interpretation and scientific context.

Reference management uses Zotero to ensure the regularity of literature sources. To maintain the validity and credibility of the data, the research adopted four criteria according to Lincoln and Guba, namely: credibility, transferability (Applicability), dependability (Consistency), and confirmability (Neutrality). (Nuridin, n.d., p. 51) The entire process from search, selection, analysis, to drawing conclusions is documented transparently so that the research can be replicated and accounted for.

In this study, a literature review approach is used to identify, evaluate, and synthesize monotheism, Islamic epistemology, and ethics, as well as the theory of selling peanuts on onions for a study. In addition, this article offers potential solutions to broaden the horizon of thought, because in research there are certainly challenges that often occur when conducting such reviews. The design, methodology, and approach in this section are based on the latest methodological suggestions for conducting this research with a multidisciplinary approach, especially including the discussion of "monotheism, Islamic epistemology, ethics, and the theory of selling peanuts on onions" in qualitative-descriptive research using secondary data. (Rahman & Kurniawati, 2021, p. 112).

Data collection technique

This was done by searching for references via Google Scholar using relevant keywords, for studies on monotheism, Islamic epistemology and ethics and the theory of selling onion nuts. (Amanda & Nawawi, n.d., p. 72) Then use the Zotero application to design literature sources. The literature review approach can include a simple summary of sources, clear research questions, a systematic search strategy, study



selection and evaluation, data synthesis, transparency and replication, but usually has an organizational pattern and combines summary and synthesis. This research requires various skills, such as learning how to determine the topic for exploration, acquiring literature search and retrieval skills, developing the ability to analyze and synthesize data so as to become proficient in writing and reporting. The purpose of this article is to present a step-by-step approach to writing a research article using the Literature Review method with an integrated model to facilitate student understanding, both beginners and general. (Sugiyasin, 2025, p. 1487)

Therefore, this method is not merely about collecting data. It also builds a comprehensive understanding of Islamic monotheistic values, ethics, and epistemology that are applicable in Indonesia. This is significant for the development of sustainable Islamic economic theory and practice.

Table 1.1 Research Methodology

Types of research	➤ Qualitative descriptive with critical literature review
Data source	➤ Scientific literature (books, journals, documents on Islamic economics, philosophy of monotheism, Islamic ethics and epistemology and studies on the sale of shallots)
Data collection technique	<ul style="list-style-type: none"> ➤ Systematic and critical literature study through Google Scholar. ➤ Data files from Google Scholar are entered into the Zotero application to facilitate citation
Data analysis	<ul style="list-style-type: none"> ➤ Thematic analysis to find patterns of Islamic monotheism and ethical values ➤ In-depth study of theory ➤ Qualitative interpretation to relate data to research objectives
Purpose of Analysis	➤ Identify how the values of monotheism bring Islamic ethics and knowledge to life in the



	peanut and onion business, as well as its impact on sustainability and social justice
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RESULTS AND DISCUSSION

Conceptual Analysis: Tauhid as the Epistemic and Ethical Foundation of Business

Based on literature analysis, the concept of monotheism is not only understood as a theological belief, but also as an epistemological and ethical foundation that shapes human perspectives and behavior.(Hariyanto et al., 2025, p. 490) In the business context, monotheism functions as a source of knowledge (epistemology) which teaches that all economic activities, including the acquisition of profits, must be subject to Divine will and universal values of goodness.(Padilah et al., 2025b, p. 738) Ethically, monotheism instills the principle that humans are caliphs (leaders) on earth who are responsible for managing resources fairly and sustainably, not just pursuing personal gain.(Pi et al., n.d., p. 232) This principle directly rejects business practices that are exploitative, speculative, or detrimental to other parties, in line with the teachings of Muamalah (Islamic transaction ethics).(Siregar, 2023, p. 22).

Thus, there is a strong interconnection between monotheism, Islamic ethics, and epistemology, as well as the sale of peanuts. This integration gives rise to a sustainable business. Business is part of muamalah (transactions), and muamalah is part of worship. Those who solely engage in business without considering the afterlife, such as ethics and the values of monotheism, will develop short-term



business practices, focused solely on worldly profits.

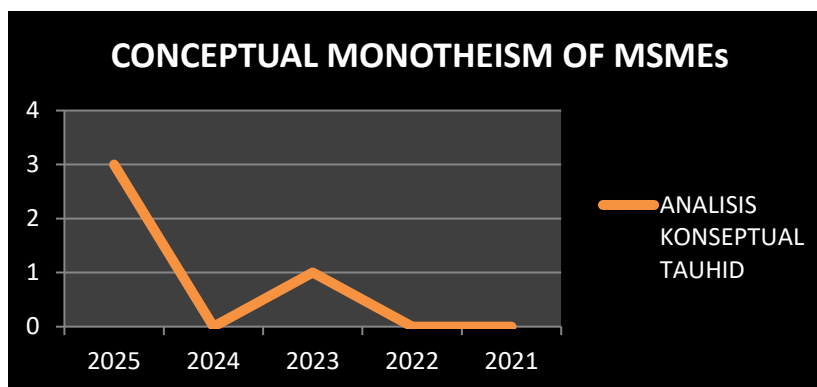


Chart 1.1 Trends in Conceptual Analysis of Tauhid by Year (YoY)

The graph above shows a positive trend in published data on the values of Tawhid (monotheism) in MSMEs, with both increasing and decreasing year-over-year. Most interestingly, the implementation of this principle increased from 2023 to 2025, with one MSME in 2023 and three in 2025. However, the trend declined in 2021, 2022, and 2024, based on manual analysis of Google Scholar data.

Implementation of Tauhid in the Onion Peanut Business Practice

The application of the value of monotheism in every piece of garlic peanut sold is not just a metaphor, but a concrete practice. (Wahdania et al., n.d., p. 15) This study found that micro-entrepreneurs who apply this principle exhibit several key characteristics:

Integrity and Honesty: In the production process, from the selection of raw materials to processing, business actors uphold honesty. (Sixtus Albern Joand Prasetio et al., 2024, p. 29) They ensure the best quality of nuts, do not mix with lower quality ingredients, and weigh them in the right quantities. (Tololiu et al., 2021b, p. 67) This honesty is built on the belief that every action is watched by God, thus creating strong trust from customers. (Abhyasa, 2024, pp. 17–94).

Social Justice and Distribution of Profits: The profits obtained are not only enjoyed by the individual, but are distributed fairly. (Kusnadi et al., 2024, p. 31) A portion of profits is often allocated to charity, helping fellow small business owners, or covering the education costs of underprivileged children in their community. This



reflects the principles of zakat and infaq on a micro scale, which aim to equalize prosperity and reduce social inequality.(Asi et al., n.d., p. 49).

Sustainability and Environmental Responsibility: Even on a small scale, business actors demonstrate environmental awareness.(*Pelatihan Literasi Keuangan Melalui Peramalan*, n.d., p. 146) They strive to use environmentally friendly packaging or reduce production waste. This awareness stems from an understanding of monotheism, which teaches that the universe is God's creation and must be protected and preserved, not simply exploited.(D. P. S. Putri et al., 2023, p. 252).

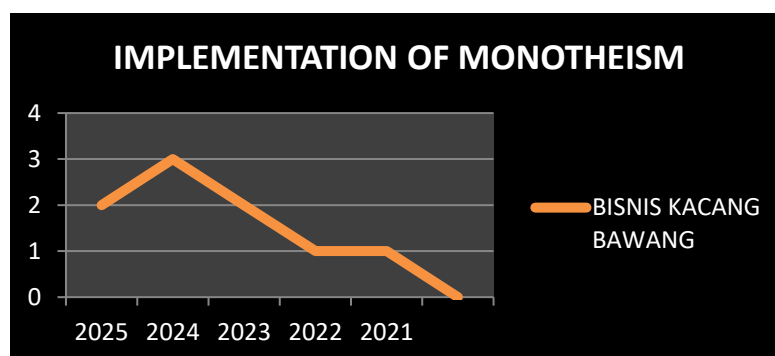


Chart 1.2 Trend Analysis of Tauhid Implementation by Year (YoY)

The graph above shows a positive trend in published data on the values of Tawhid in MSMEs, with both increasing and decreasing year-over-year. Most interestingly, the number of MSMEs implementing Tawhid values from 2024 to 2025 decreased to 2. However, in 2021 and 2022, the number stagnated, with only one MSME applying, and 2023 following a similar trend to 2025. The data was slightly reduced due to manual analysis of the data in Google Scholar.

Economic, Social, and Spiritual Impacts

The implementation of these values not only impacts the moral aspect, but also the sustainability of the business itself.(Anwar Three Millenium Waruwu, 2024, pp. 42–43) Customer trust built on honesty and product quality creates a loyal customer base, reduces dependence on aggressive marketing strategies, and ensures long-term business continuity.(Br Tarigan et al., 2022, p.



12) Socially, this business is a center of positive activities that support the welfare of the local community.(Janah, n.d., p. 739).

Moreover, this research proves that the onion peanut business can function as a medium for spiritual activation.(Chodijah & Ratnasari, 2025, p. 57) Economic activities, which are often considered merely worldly affairs, are transformed into worship.(*INTEGRASI FIKIH IBADAH DAN MUAMALAH DALAM*, n.d., p. 379) With every bean processed and sold, the entrepreneur feels God's presence and his good intentions to benefit others. This represents a paradigm shift from a materialistic economy to a spiritual one, where material gain is a byproduct of pure intentions and righteous actions.(N. W. W. Putri, n.d., p. 131).

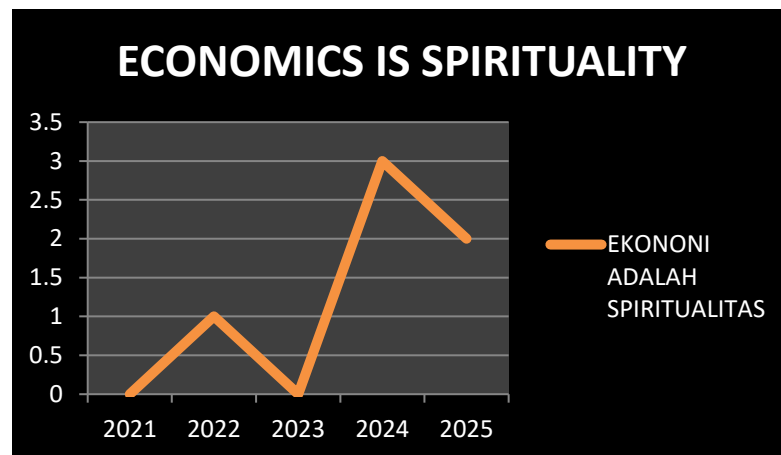


Chart 1. 3 Economic Trends Containing Elements of Spirituality Based on Year (YoY)

The graph above shows a positive trend in published data on the spiritual economy in MSMEs, with increases and decreases year-over-year. Most interestingly, three MSMEs implemented the spiritual economy as a vehicle in 2024. They experienced a period of stagnation in 2021 and 2023, but only one MSME in 2022, and two MSMEs in 2025. Data limitations stem from independent analysis of the data available in Google Scholar.



Business as a Vehicle for Transformation

Overall, the findings of this study confirm that the onion peanut business is not just an ordinary commercial activity, but rather a vehicle for transformation. (EKONOMI KREATIF, n.d., p. 5) By making monotheism the heart of its operations, this micro-business can become a model of how Islamic ethics and spirituality can be practically integrated into everyday life. (Said, n.d., p. 1) This business proves that sustainability and economic justice do not need to wait for a large scale, but can start from small things, even from every grain of onion. (Laporan Akhir Penelitian BKD Genap 2023-2024_RJO_Final, n.d., p. 3) This model provides strong inspiration and relevance for other micro-entrepreneurs throughout Indonesia to build a solid business foundation, not only from an economic perspective, but also morally and spiritually.

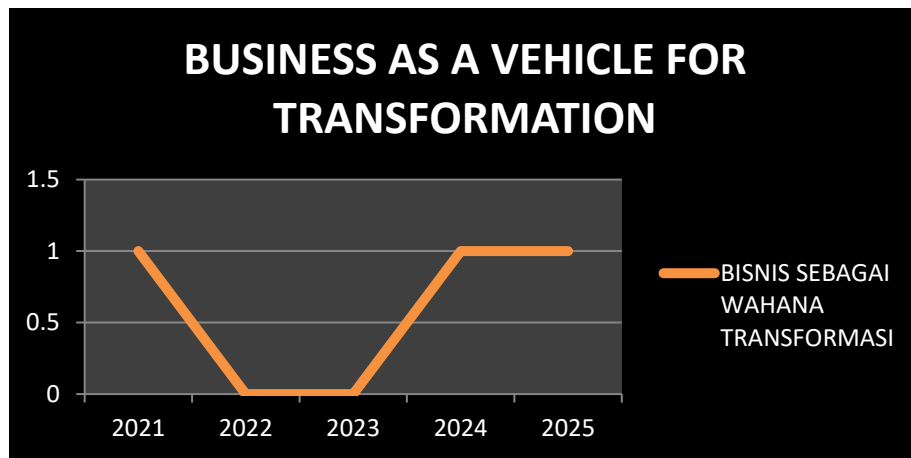


Chart 1. 4 Business Trends as a Means of Transformation Based on Year (YoY)

The graph above shows a positive trend in published data on business as a vehicle for transformation in MSMEs, with both increases and decreases year over year. Most interestingly, the number of MSMEs implementing economics as a vehicle for transformation in 2021 was one, followed by a period of stagnation in 2022 and 2023, and only one in 2024 and 2025.



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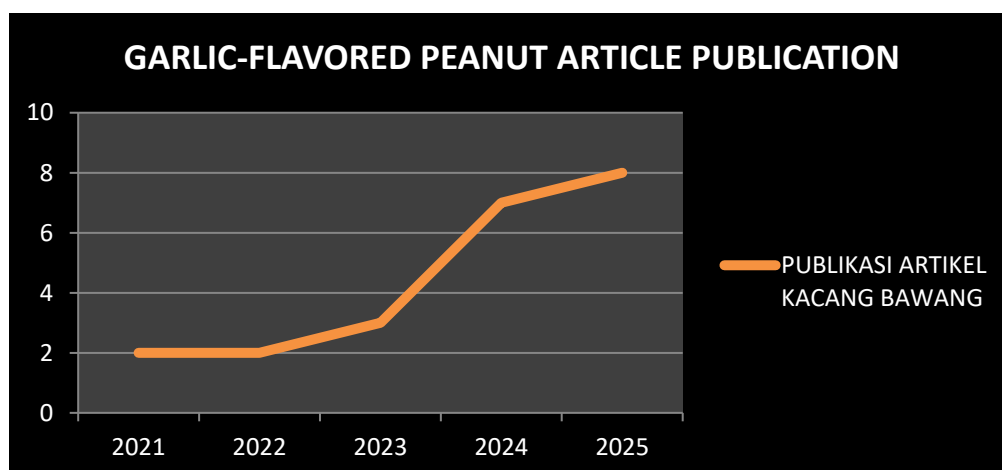




Chart 1.5 Business Trends as a Means of Transformation Based on Year (YoY)

The graph above shows a positive trend in publication data on the peanut and onion business in MSMEs, showing an increase year over year. Most interestingly, the increase in publications on peanut and onion products from 2021 to 2022 was 2, followed by 3 in 2023, 7 in 2024, and 8 in 2025. Thus, overall, literacy related to peanut and onion products has increased annually, although not significantly.

TABEL

Table 1.2 Previous Research on Onion Beans from 2021-2025.

Year	Title	Author	Journal Name	Discussion
2025	An Analysis of the Effectiveness of Social Media in Increasing Sales of Garlic Peanuts at PT. Sinar Irdan Kembar	Wahdania <i>et all.</i> ,	Paradox of Economics Journal	Analyze social media effectiveness
2025	Profit Analysis in XYZ MSME Using Derivative Applications	Prasetio <i>et all.</i> ,	Prima Industrial Engineering Scientific Journal	Financial analysis of MSMEs
2021	Analysis of the added value of peanuts In the "Marindi" peanut and onion business in Manado City	Tololiu <i>et all.</i> ,	Transdisciplinary Journal of Agriculture (Crop Cultivation, Plantations, Forestry, Animal Husbandry, Fisheries), Social and Economics	This research adds value from peanuts to onion peanuts
2022	Financial literacy training through forecasting sales of peanut and onion snacks at the Giwangan Mompreneur business house in Yogyakarta	Sofiati <i>et all.</i> ,	Journal of Community Service and Empowerment	Financial literacy training
2024	Promotional assistance and	Asi <i>et all.</i> ,	Community service journal	Promotion and



	packaging innovation to increase sales of "MAMA LARAS" onion peanuts in Sampit			packaging innovation
2023	Implementation of Digital Marketing as a Marketing Medium in the "Berkah Ono" Onion and Peanut Home Industry in Kerten Surakarta	Nugrahaningsih <i>et al.</i> ,	Scholarly Creativity	Application of digital marketing
2024	Increasing Sales Value Through Packaging of Processed Onion Peanut Products by MSMEs in Pekon Sudimoro, Semaka District	Kusnadi <i>et al.</i> ,	NEAR: Journal of Community Service	Increase sales value through product packaging
2023	Planning the cost of production of peanut and onion UMKM using the full costing method based on Excel	Putri <i>et al.</i> ,	Brilliant: research and conceptual journal	Planning the cost of production

CONCLUSION

This research demonstrates that monotheism functions not only as a religious doctrine but also as a transformative ethical and epistemological framework, particularly in the context of microbusinesses. Through a case study of peanut and garlic sales, it is demonstrated that deeply integrating monotheistic values can transform economic activity from a mere pursuit of profit to a spiritual and social vehicle.

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Key findings show that businesses based on monotheism practice honesty, integrity, and social justice, ultimately laying the foundation for long-term business sustainability. Customer trust, built on product quality and honesty, creates stronger loyalty than conventional marketing strategies. Furthermore, these businesses not only generate profits but also contribute to social welfare through equitable profit distribution and environmental awareness.

Overall, the peanut and onion business, in this context, represents an alternative economic model that rejects a purely materialistic paradigm. It demonstrates that business can be a form of worship and a tool for social transformation, where material gain results from good intentions and actions aligned with divine principles. Thus, this article provides relevance and inspiration for other micro-entrepreneurs in Indonesia to build businesses that are not only financially successful but also morally and spiritually sound.

AUTHOR CONTRIBUTIONS

Conceptualizing the study design, formulating research ideas, developing a conceptual framework regarding the integration of monotheism in business and designing a qualitative case study, and enriching the literature review, especially in examining Islamic epistemology and ethics in the context of contemporary economics.



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