

Partnering with the Devil: The Rationality of the Qur'an on the Use of Charms by Muslim Traders in Selawan Village, Asahan, North Sumatra

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Abstrak

Penelitian ini mengeksplorasi praktik penggunaan penglaris oleh pedagang Muslim di Desa Selawan, Kabupaten Asahan, sebagai tradisi di dunia bisnis yang dilakukan secara turun-temurun dan menjadi warisan budaya di kalangan pedagang. Metode yang digunakan adalah studi kasus (*case study*) dengan menggunakan data primer dan sekunder yang dikumpulkan melalui wawancara semi terstruktur. Temuan menjelaskan penggunaan penglaris diawali dengan pembacaan ayat-ayat al-Qur'an yang diiringi dengan ritual tertentu, seperti membakar menyan dan dupa, sebagai bentuk upaya "pembersihan" toko atau dagangan dari pengaruh negatif. Penggunaan penglaris dianggap sebagai strategi untuk bersaing dalam dunia bisnis dengan cara bermitra dengan makhluk supranatural. Ritual tersebut dipercaya mampu mendatangkan keuntungan serta menarik lebih banyak pembeli, meskipun kualitas barang yang dijual terkadang tidak memenuhi standar terbaik. Fenomena penggunaan penglaris oleh pedagang menegaskan dinamika persaingan bisnis di masyarakat, di mana kepercayaan terhadap benda-benda yang telah dibacakan ayat al-Qur'an dianggap selaras dengan ajaran Islam. Namun, di sisi lain, praktik ini memunculkan kontroversi karena dapat bertentangan dengan prinsip-prinsip Islam yang melarang kepercayaan berlebihan terhadap unsur mistis atau supranatural.

Kata Kunci: *Penglaris, Pedagang Muslim, Bisnis, Desa Selawan*

Abstract

This study explores the practice of using business charm by Muslim traders in Selawan Village, Asahan Regency, as a tradition in the business world that is carried out from generation to generation and has become a cultural heritage among traders. The method used is a case study using primary and secondary data collected through semi-structured interviews. The findings explain that the use of penglaris begins with the reading of verses from the Qur'an accompanied by certain rituals, such as burning *kemenyan* and incense, as a form of effort to "cleanse" the shop or merchandise from negative influences. The use of business charm is considered a strategy to compete in the business world by partnering with supernatural beings. The ritual is believed to be able to generate profits and attract more buyers, although the quality of the goods sold sometimes does not

meet the best standards. The phenomenon of the use of business charm by traders emphasizes the dynamics of business competition in society, where belief in objects that have been read verses from the Qur'an is considered in line with Islamic teachings. However, on the other hand, this practice raises controversy because it can conflict with Islamic principles that prohibit excessive belief in mystical or supernatural elements.

Keywords: *Business charm, Muslim Trade, Business, Selawan Village*

INTRODUCTION

The use of business charms is a phenomenon that is often a rumor in the community, even among the layman. This phenomenon creates debate and speculation about business practices that involve the use of various means to increase sales, especially among merchants and charms.¹ Although often not scientifically proven or not supported by clear evidence, rumors about the effectiveness of charms remain widespread in various communities. In traditional societies it is common to hear or discuss the use of bestsellers in a business context, often in the form of stories from others or unverifiable reports. The presence of these rumors reflects a great interest in effective business strategies and efforts to achieve economic success. However, on the other hand, these rumors can also raise doubts or distrust towards certain business practices.²

It is important to distinguish between information that is based on facts and clear evidence from rumors that may not have a solid basis. The use of charms and their implications in business and moral contexts can be understood as an early phenomenon to delve deeper into how these business practices are understood and accepted in the wider community. The phenomenon of the use of charms by traders to increase sales has long been part of trade practices in various regions, including in Selawan Village, East Kisaran District, Asahan Regency. Charms are often perceived as an easy and quick way to bring in customers and increase profits. However, from the perspective of Islam, the use of charms is considered contrary to the teachings of monotheism and can be considered a form of polytheism.

The sustainability of the practice of using bestsellers raises moral and religious dilemmas.³ The use of charms by Muslim traders in Selawan Village, East Kisaran District, Asahan Regency, is a paraktic that can be explored more deeply,

¹ B Pamungkas et al., "Tradisi 'Rajah': Terapi Mistik Dalam Kepercayaan Masyarakat Suku Jawa Di Kabupaten Ogan Komering Ulu Timur," *Jurnal Studi Agama* 6, no. 1 (2022), <https://doi.org/10.19109/jsa.v6i1.12849>.

² N Nashiruddin, "Air Manaqib," *Putih: Jurnal Pengetahuan Tentang Ilmu Dan Hikmah* 4, no. 1 (2019), <https://doi.org/10.51498/putih.v4i1.38>.

³ Novia Ayu Windarani, Luhung Achmad Perguna, and Abd. Latif Bustami, "Membaca Rasionalitas Masyarakat Islam Aboge Dalam Penggunaan Sikep Penglaris Di Dusun Tumpangrejo Kabupaten Malang," *Satwika : Kajian Ilmu Budaya Dan Perubahan Sosial* 5, no. 1 (April 10, 2021): 30–42, <https://doi.org/10.22219/satwika.v5i1.15654>.

especially the practice of charms who use verses of the Qur'an that are read and then blown into objects that are recognized as having magical powers. The motivation behind the use of charms is often related to efforts to increase sales or maintain competitiveness in the competitive local market, on the other hand using charms has become a persistent habit in the community especially by Muslim traders in Selawan Village. This is supported by the form of believing in the verses of the Qur'an that are recited, which is one of the best-to use charms efforts that does not contradict the creed that gives rise to various paradigms of religious, socio-cultural and economic life.⁴

The difference between this study and the previous research lies in the aspect of discussing the aqidah and culture practiced by traders. Muslim traders who use charms are influenced by economic factors that encourage merchants to increase sales and maintain competitiveness in an increasingly tight business world which is carried out from generation to generation as stated by Windarani, et.al (2021). research by Akhmad Dasuki, et. al (2024) explains that charms are believed to be an effective strategy to attract new customers and expand market share, the use of verses of the Quran is believed to be a form of permissible behavior in Islam. The impact caused affects the dilemma between maintaining the aqidah or increasing sales. The use of charms in a business context, is often believed not only as a tool to increase sales, but also as a means that can influence luck or spiritual energy in a business. If business charms become a form of behavioral aspect that continues to be maintained, it can harm the faith, so it is important to explain the practice of sellers by Muslim traders.⁵

RESEARCH METHODS

This research is a type of case study carried out in Selawan Village, Asahan Regency, North Sumatra to explore the phenomenon of the use of charms by Muslim traders to make their goods or businesses sell well (in demand), generally the use of charms by Muslim traders has become a known public secret and has become a part of the culture that has been preserved from generation to generation. The data sources used are divided into two, namely primary and secondary data, (1) Primary data is the main data that has been collected through semi-structured interviews by submitting closed and open interviews to key informants, namely Muslim traders, this is done to obtain natural and in-depth data from Muslim traders in Selawan

⁴ A D Anggraini and R P Raharjo, "Mitisisme Dalam Kumpulan Cerita Kisah Tanah Jawa," *Basastra: Jurnal Bahasa, Sastra, Dan Pengajarannya* 10, no. 2 (2022), <https://doi.org/10.20961/basastra.v10i2.60774>.

⁵ A Mujahidin, "Analisis Simbolik Penggunaanaaan Ayat-Ayat Al-Qur'an Sebagai Jimat Dalam Kehidupan Masyarakat Ponorogo," *KALAM* 10, no. 1 (2017), <https://doi.org/10.24042/klm.v10i1.159>.

Village, (2) while secondary data is data that the author has collected from interviews also through religious figures, secondary data is also supported from journal articles, books obtained through literature. Furthermore, the data is analyzed by the data triangulation method with the stages of data reduction, data presentation, before drawing conclusions, it is important to carry out data extraction to ensure the validity and validity of the data so as to ensure scientific research procedures that can be accounted for.

RESULT AND DISCUSSION

The Use of Mystical Charms in Business Practices

Business charm can be defined as anything that is used to attract buyers in irrational or mystical ways. Selling is a phenomenon that involves the use of certain objects, spells, or rituals that are believed to have magical or spiritual powers to increase sales in a business context. This concept often reflects a combination of traditional practices and deep spiritual beliefs in various cultures, including in many communities including in Selawan Village, North Sumatra. It was found that charms are often used by traders, using charms has practical implications of using charms on their customer experience. charms recognized and chosen wisely can help capture customers' attention.⁶ This does have the potential and increases sales. charms are used as a strategic part of efforts to maintain the competitiveness of small businesses in an increasingly competitive local market.⁷

Business charm is used as a concept that involves the use of different types of objects, from agate to small figurines, that are believed to have magical or spiritual powers to increase attraction and sales in a business. In many cultures, including those worn by merchants in Selawan Village, best-to use charms items are often chosen based on the belief in positive energy or good luck that they believe has the power to give hope in the form of sales to make it crowded.⁸

Traders wear charms in the form of the practice of Qur'anic verses, chosen because they are believed to have natural energy that can provide protection or attract good luck.⁹ The use of Qur'anic verses is usually read into objects such as statues, agate wrapped in white cloth, these objects are believed to be in the form of

⁶ Farida Hanum, "Wawancara Pedagang Muslim" (Desa Selawan, 2024).

⁷ Dahrul. Yovyansya, "'Dimensi Mistik Dalam Perniagaan (Studi Kasus Pada Pedagang Pasar Kamis Desa Sukananti Kecamatan Way Tenong Kabupaten Lampung Barat).'" (UIN Raden Intan Lampung, 2023).

⁸ Akhmad Dasuki et al., "Ayat Penglaris Dagangan (Living Qur'an Pada Komunitas Pedagang Pasar Besar Kota Palangka Raya," *Risalah, Jurnal Pendidikan Dan Studi Islam* 10, no. 2 SE-Articles (June 20, 2024): 584-97, https://doi.org/10.31943/jurnal_risalah.v10i2.826.

⁹ Rudi Widiyanto, "Fenomena Jimat Ayat Al-Qur'an Dalam Masyarakat Barus, Tapanuli Tengah," *An-Natiq Jurnal Kajian Islam Interdisipliner* 4, no. 2 SE-Articles (August 27, 2024): 238-50, <https://doi.org/10.33474/an-natiq.v4i2.22377>.

symbols that bring good luck.¹⁰ The community believes that local traders are also often chosen because they are believed to be able to emit a positive aura that can affect the success of the business. The use of these objects is not only as decorations or accessories, but also as a means to capture or channel positive spiritual energy in a business environment.

The role of business charm objects in business often focuses not only on the material aspect, but also on the spiritual or metaphysical dimension. Special rituals or prayers are often accompanied by the use of these objects, with the aim of asking for blessings or support from supernatural entities or spiritual forces that are thought to have a direct influence on the success of the venture. Although charms are often viewed from a skeptical point of view or questioned their legality in the Islamic context, local traders emphasize that this practice has become an important part of the local economic tradition that is widely recognized and accepted in Selawan Village.¹¹ For many merchants, the use of a seller is not just a practice of luck, but also a part of the cultural heritage and spiritual values that they hold firmly in the daily running of their business.¹²

The practice of to use charms is an inseparable part of traditional or spiritual contexts, its use also reflects the complex dynamics of the relationship between culture, religion, and business practices in a given society. The bestseller practice shows how local beliefs and traditions can influence the way people seek and interact with their economic environment, creating a unique and diverse business landscape that is celebrated by the people of Selawan Village. The practice carried out by the merchant community that is actualized in the form of verses of the Quran that are recited into this object can be a symbol or representation of spiritual power or supernatural entities that are considered to have a direct influence on the success of the business.¹³ Special mantras or prayers are also often said or used as part of the practice of to use charms people, with the aim of enlisting help from the occult world to support the sales process.¹⁴

The to use charms ritual is an effort that is believed to be a form of hope that the goods sold will be crowded with buyers, the action is specifically carried out with the aim of increasing the attractiveness and success of the business through

¹⁰ Yusril Umi Salamah and Amri Hana Muhammad, "Respon Emosi Yang Muncul Saat Mengalami Takhayul," *Jurnal Psikologi Poseidon* 6, no. 2 (November 7, 2023): 121-33, <https://doi.org/10.30649/jpp.v6i2.105>.

¹¹ S.IP Ade Rizki Dermansyah, "Wawancara Kepala Desa/Tokoh Masyarakat" (Desa Selawan, 2024).

¹² Abdi Syahril Harahap et al., "Menggali Kearifan Lokal Etnis Banjar : Peran Orangtua Dalam Membentuk Karakter Anak Di Desa Kota Rintang Hamparan Perak Kabupaten Deli Serdang," *JIM: Jurnal Ilmiah Mahasiswa Pendidikan Sejarah* 8, no. 3 (2023): 961-69.

¹³ S Mhd. Husain, "Wawancara Tokoh Agama" (Desa Selawan, 2024).

¹⁴ Zudha Surya Prasetya, "'Praktik Pembacaan Ayat Al-Qur'an Sebagai Wirid Pelaris Di Pasar Gembrong Baru Jakarta Pusat.'" (UIN Syarif Hidayatullah Jakarta, 2020).

spiritual or metaphysical influence. The practice of using charms in the business world is a practice that reflects the belief in the power of positive energy or protection from supernatural entities that are believed to affect the success of the business. Charms are part of a hereditary cultural heritage, where the belief in spiritual or metaphysical influences on daily life is very strong.¹⁵

The practice of to use charms is carried out in the form of rituals that provide a connection between the business world and the supernatural world, the to use charms ritual is usually carried out in deep stages by utilizing relationships with the supernatural world or certain spirits. The ritual is carried out in the initial stages, namely by burning *kemenyan* or incense, the mascud of burning *kemenyan* and incense is a form of effort to clean the environment from negative energy and purify the place of business. This process is considered an important step to create more conducive conditions for successful business activities¹⁶. After the burning of the *menyan*, the to use charms ritual often also performs a small ceremonial procession that unites in special prayer rituals aimed at asking for blessings or support from spiritual entities that are believed to have a direct influence on the success of the business.¹⁷ This ceremony is not only a form of respect for ancestral traditions, but also a form of spiritual communication to ask for help in achieving certain business goals.¹⁸

The ritual efforts of the seller carried out in practice have always been a habit that has been inherited from generation to generation, especially in the relationship between parents and children in the form of trading business.¹⁹ Charms are recognized in playing an important social role in maintaining economic harmony and stability, both in the form of a family community and in the form of the business world. Bestseller practices are often passed down from generation to generation as part of a cultural heritage that involves local beliefs, traditional values, and ways of life. Although in this modern era may seem contradictory to technological and scientific advances, charms remain relevant as a way for society to maintain cultural

¹⁵ I Indrawan and N Alim, "Implementasi Pembelajaran Akidah Akhlak," *Edudeena: Journal of Islamic Religious Education* 6, no. 2 (2022), <https://doi.org/10.30762/ed.v6i2.639>.

¹⁶ D D Basuki and H Febriansyah, "Pembentukan Karakter Islami Melalui Pengembangan Mata Pelajaran Akidah Akhlak Di Madrasah Aliyah An-Najah Bekasi," *Jurnal Intelektual: Jurnal Pendidikan Dan Studi Keislaman* 10, no. 2 (2020), <https://doi.org/10.33367/ji.v10i2.1209>.

¹⁷ Muzakkir Muzakkir, Rena Juliana, and Reni Juliani, "The Meaning of Burning Incense Ritual as a Preservation of Cultural Values and Beliefs of the Community of Nagan Raya-Aceh," *International Journal of Education, Language, and Religion* 3, no. 1 (June 10, 2021): 1, <https://doi.org/10.35308/ijelr.v3i1.3632>.

¹⁸ Maria Dolorosa Jawa Maran, Roni Alim Ba'diya Kusufa, and Ika Meviana, "Tradisi "Selamatan Petik Pari" Sebagai Wujud Nilai Religius Masyarakat Desa Petungsewu, Kecamatan Wagir, Kabupaten Malang," *Jurnal Sosial Teknologi* 2, no. 2 (February 15, 2022): 167-73, <https://doi.org/10.59188/jurnalsostech.v2i2.292>.

¹⁹ Hanum, "Wawancara Pedagang Muslim."

identity and face economic challenges in a way that is considered effective in the local context.²⁰

The use of rituals in charms shows how spiritual beliefs and traditional practices play a significant role in local business strategies. Although not supported by clear scientific evidence, the practice remains relevant and preserved in many communities as part of a cultural heritage and a hereditary way of life.²¹ This reflects how traditional and spiritual values still affect the economic and social dynamics of society. While these kinds of studies are often not backed by accountable scientific evidence, bestseller practices remain a significant part of business strategy in many communities. It reflects how spiritual beliefs and local traditions can influence the way people do business and manage their economies. More than a tool to increase sales, charms are often the embodiment of the complex relationship between religion, culture, and business practices that continue and thrive in Sumatran society and elsewhere.

Merchants' Motivation for Using Charms

From an economic perspective, the practice of to use charms can have a positive impact by increasing the competitiveness and success of local businesses. Although it has not been scientifically proven consistently, believing in the influence of charms can give traders additional confidence in managing their business with optimism and determination. This can create a more stable and productive environment for local economic growth. Returning to the context of globalization that presents new challenges, bestseller practices can serve as a tool to maintain the sustainability of culture and community identity. In the face of modernization and change, nurturing traditional practices such as charms can be a way for people to consolidate and strengthen their cultural uniqueness amid fast-paced global currents.²²

The practice of to use charms for Muslim traders in Selawan Village is one of the forms that is believed to lie not only in its practical benefits in business, but also in maintaining spiritual beliefs, strengthening social and cultural networks, and providing local economic resilience.²³ This confirms that charms are not just traditional beliefs, but also an integral part of a way of life that gives meaning and

²⁰ Triogi Wulandari et al., "Pengaruh Haul Abah Guru Sekumpul Serta Keteladanannya Bagi Masyarakat Kalimantan Selatan," *JAMPARING: Jurnal Akuntansi Manajemen Pariwisata Dan Pembelajaran Konseling* 1, no. 2 (2023): 63–69, <https://doi.org/10.57235/jamparing.v1i2.1017>.

²¹ Muzakkir, Juliana, and Juliani, "The Meaning of Burning Incense Ritual as a Preservation of Cultural Values and Beliefs of the Community of Nagan Raya-Aceh."

²² Ulfa Hermawati, Deni Miharja, and Husnul Qodim, "The Rajah Tradition: Cultural Identity and Spiritual Practices within an Islamic Context," *Subhasita: Journal of Buddhist and Religious Studies* 2, no. 1 (November 16, 2024): 29–42, <https://doi.org/10.53417/subhasita.131>.

²³ Ade Rizki Dermansyah, "Wawancara Kepala Desa/Tokoh Masyarakat."

cohesion in people's lives. The best-to use charms ritual is carried out through the medium of burning *kemenyan* or incense, which is considered to be able to cleanse negative energy and purify the business environment. Muslim traders in Selawan Village are often carried out in preparation for the business to be crowded with buyers.

The motivation of traders before opening their business is to place the to use charms items that have been recited the verses of the Quran in a closed location, but not allowed to go out of the shop or place of business. The motivation is as a great hope to gain metaphysical support in achieving business goals, such as increasing sales, retaining loyal customers, or facing economic challenges. The sales interest from the metaphysical support is so that people can shop at the store, and believe that using this seller will increase the economy and run smoothly.²⁴

The use of charms is a form of action based on the context of the Qur'an as a form of view that is considered permissible, because using verses of the Quran is a form of effort to bring sustenance, this was conveyed by Muslim traders that their decision to use charms is not only based on financial factors alone, but also driven by deep spiritual beliefs.²⁵ One of the efforts to bring sustenance using charms is to comply with religious teachings and utilize verses of the Qur'an as charms is proof of their spiritual commitment in running their daily business. Although admittedly controversial in the views of some quarters, he believes that the use of this seller does not contradict the Islamic values he believes in.²⁶

Traders usually recite verses of the Quran received from shamans or spiritual leaders who provide rituals to sell their goods. Muslim traders in Selawan Village recite verses that begin with reciting basmallah followed by reciting shalawat, then recite Q.S. Al-Fatihah, verse of a thousand dinars, Surah *Ampat* (al-Fatihah, al-Ikhlash, an-Nass, al-Falaq), al-Insyirah, reciting the Prayer Beads of the Prophet Yunus and QS. Yasin, al-Mulk and closed by reciting surah al-Waqiah. During the reading ritual, traders are asked to perform ablution first and get guidance from the shaman. Reading the verses of the Quran must be sequentially by asking for prayers for the blessing of smooth sustenance so that the selling business becomes crowded with buyers.

Psychologically, the concepts of perception and motivation play a key role. Traders believe that the use of charms provides confidence and optimism, which in turn can affect the customer's perception of the product or service that has been offered. Another form of motivation that charms who are believed to have magical powers to increase sales can increase the motivation of merchants to be more active in marketing their merchandise. The will for increased social status, especially

²⁴ Hanum, "Wawancara Pedagang Muslim."

²⁵ Mhd. Husain, "Wawancara Tokoh Agama."

²⁶ Mhd. Husain.

traders expecting wealth from to use charms through large profits, is an important consideration for using charms. A successful trader is a level of success that is assessed in the community.²⁷

In addition, cultural factors also influence the use of charms. In many cultures, including in Indonesia, traditional practices are often integrated into business activities as part of a upheld cultural heritage. charms are often seen as a means to maintain good luck or spiritual protection in running a business, which is in line with the cultural values and norms embraced by the people of Selawan Village²⁸. A form of conducting and appreciating the tradition of collective trust, the use of charms can be a way to strengthen social bonds and maintain harmony among community members. This act relies not only on individual beliefs, but also on social norms that are deeply rooted in everyday life.²⁹

Analysis of the Tradition of Using Amulets in Selawan Village, Asahan, North Sumatra

The use of the seller can be understood through the lens of metaphysics, where certain objects or rituals are believed to have energy or strength that exceeds the material dimension. It reflects the view that there is a deeper or transcendent reality behind physical phenomena, which can be harnessed or manipulated to achieve a specific goal, such as increasing sales or strengthening the competitiveness of a business. From an ethical point of view, philosophy also highlights the question of the correctness and appropriateness of the use of charms in business life. Is this practice in accordance with the moral values embraced by the individual or community? Is the use of non-material power like this fair or fair to all parties involved?, questions around this evoke philosophical considerations about justice, freedom, and responsibility in utilizing natural or spiritual resources.

Point of view philosophy offers an in-depth framework of thinking to explore the implications of using bestsellers in business practice. The rationality used includes not only an analysis of metaphysical and ethical aspects, but also raises broader questions about the relationship between people, power, and the values that make up the social and economic order. The use of objects or methods that are believed to have magical or spiritual power beyond the will of Allah SWT must be studied and become a serious concern, especially in Islamic teachings. The Quran expressly emphasizes that Allah SWT is the only true source of strength and protection, and practices that rely on other entities or objects can be considered a

²⁷ Hanum, "Wawancara Pedagang Muslim."

²⁸ (Ade Rizki Dermansyah, 2024).

²⁹ Inda Violina, Isrina Siregar, and Supian Ramli, "Tabuik, Warisan Budaya Islam Sumatera Barat," *SOSMANIORA: Jurnal Ilmu Sosial Dan Humaniora* 2, no. 2 (June 28, 2023): 234–42, <https://doi.org/10.55123/sosmaniora.v2i2.2013>.

form of shirk. The affirmation of Islam through the Quran, as in Q.S Al-An'am verse 17, states that only Allah SWT has full power over all things, and no one is equal to Him. Therefore, believing that certain objects or practices have the power to provide good luck or protection beyond the power of Allah SWT can be considered a violation of the principle of monotheism. This is also supported in the Hadith as an action to remind Muslims to stay away from practices that lead to shirk. In a hadith narrated by Imam Ahmad, the Prophet Muhammad PBUH said that asking for help to something that is not able to provide benefits or protect without the permission of Allah SWT is a form of sharia.³⁰

If you look carefully at the teachings of Islam, the use of charms or magical practices that are believed to provide good luck or protection is not in accordance with the teachings of monotheism which affirms that everything depends on the will and power of Allah SWT. Living a life in accordance with Islamic teachings requires Muslims to be fully dependent on Allah SWT in all aspects of life, including in running a business or business³¹. In relation to the use of charms or similar practices, Muslims are encouraged to stay away from it and direct their trust and hope completely to Allah SWT. Efforts to distance oneself from best-to use charms practices are an effort to maintain adherence to the teachings of monotheism and avoid the potential to fall into practices that are contrary to the basic values and principles of Islam.

Consumers who buy merchandise products sold by Muslim traders who use charms are part of an illogical decision, which is felt by one of the consumers that he feels, because there are so many sales, but one of the sales is so strange that many people want to buy the sale even though the clothes are not beautiful and less attractive. charms using verses of the Qur'an play an important role in understanding why traders may choose to use charms in the business practices they are doing. Although these success factors can be seen through psychological, social, and cultural factors that affect individual decisions in shopping and to use charms activities.³²

Rationality that provides a comprehensive framework to understand the reasons behind the use of bestsellers by traders. Taking these psychological, social, and cultural factors into account, it can be seen that the decision to use a bestseller is often more complex than just personal beliefs. It also reflects the rich dynamics in

³⁰ Imroatussolikah, "'Ayat-Ayat Al-Qur'an Sebagai Penglaris Dan Penarik Rezeki Dalam Kitab Mafatih Al-Rahmah (Studi Living Qur'an).'" (IAIN Ponorogo, 2021).

³¹ M I Alqosam, A Maulida, and M Priyatna, "Implementasi Pembelajaran Akidah Akhlak Dalam Membentuk Karakter Religius Siswa Tingkat SMP," *Cendika Muda Islam Jurnal Ilmiah* 2, no. 2 (2022).

³² Kamaruddin Mustamin, Muhammad Gazali Rahman, and Arhanuddin Salim, "Maulid Tradition Among Gorontalo Muslim Community: The Link Between Local Tradition and Islam," *Potret Pemikiran* 25, no. 1 (June 29, 2021): 91, <https://doi.org/10.30984/pp.v25i1.1492>.

the interactions between individuals, communities, and values that make up traditional business practices. Not only that, when viewed from a philosophical point of view, the use of charms by merchants can be seen as a manifestation of various conceptions of luck, spiritual power, and the relationship between humans and the universe. Philosophy considers that such practices reflect human efforts to control or manipulate their economic conditions through the use of symbols or rites that are believed to have metaphysical effects.

Because it is considered the same as partnering with Satan, the use of charms can have a significant impact on the faith of Muslim traders. This impact includes direct consequences on their religious beliefs and practices, which are in line with Islamic teachings on monotheism.³³ The use of charms who are believed to have magical powers to increase sales can raise questions about the correct belief in Allah SWT as the only source of strength and sustenance.³⁴ From the point of view of faith, practices like this can affect traders' understanding of the concept of destiny, which is the belief that everything has been determined by Allah SWT. If the use of charms is seen as an attempt to change destiny or find shortcuts in obtaining sustenance, this could be contrary to the principles of monotheism that underlie Muslim beliefs.³⁵

In addition, the impact on faith can also mean placing trust in something that is not Allah as the main source of luck or blessing in business. This can confuse the concept of obedience and obedience to Islamic teachings that teach the people to stay away from all forms of sharia and strengthen faith in Allah as the only creator and giver of sustenance. Socially, the use of charms who are contrary to religious teachings can also affect traders' relationships with other Muslim communities. Controversy or disapproval of such practices can trigger tension or even social isolation within communities that prioritize religious and moral values consistent with Islamic teachings.³⁶

Exploring specifically in the context of the economy, the impact on faith can also involve consequences for business integrity and customer trust. When practices such as the use of charms are exposed, this can damage the reputation of traders as individuals who prioritize moral principles in every aspect of life, including in running their businesses. Thus, an understanding of the impact of the use of charms on the beliefs of merchants raises profound questions about loyalty to the principles of monotheism and moral values upheld in Islam. It highlights the complexity

³³ (Alim, 1970).

³⁴ (Febriyanti et al., 2023).

³⁵ Safira Malia Hayati et al., "Al-Qur'an Dan Praktik Penggunaan Jimat Dalam Tradisi Masyarakat Kecamatan Kampa," *An-Nida'* 45, no. 1 (June 30, 2021): 46, <https://doi.org/10.24014/an-nida.v45i1.16531>.

³⁶ (Fitria Husna & Ja'far Assagaf, 2023).

between business aspirations and spiritual responsibilities in the daily lives of Muslims.

CONCLUSIONS

Based on the above study, it can be concluded that the practice of using charms by Muslim traders in Selawan Village, Asahan Regency, is a business practice that has been carried out for generations and has become a legacy among Muslim traders. The use of charms begins with the recitation of verses of the Qur'an accompanied by ceremonial rituals, such as burning *kemenyan* and incense. The ritual is carried out as an effort to "clean" the shop or merchandise from various negative elements. The encouragement to perform this ritual is not only a form of cleaning the room by placing certain items that have been recited verses of the Qur'an, but also as an effort to compete in the business world through partnerships with supernatural beings. The ritual is believed to bring profits and attract many buyers, although the quality of the goods sold is not always good. The practice of using charms is part of the dynamics of business competition in society, where belief in objects that have been recited verses of the Qur'an is considered in harmony with Islamic teachings. However, on the other hand, this practice can also be seen as an act that goes against the principles of Islamic teachings, especially in terms of excessive belief in mystical or supernatural things.

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