

## Implementing 6 Steps of Imam Ghazali Evaluation Process: The Case of Oshien2u Sdn. Bhd. Company

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**Abstract:** Islam as the religion of life thought community always evaluating on self-activities either in good quality activities or not. In Human Resources, evaluating performance is the importance step on ensure productivity of company achieving the goals of company. Imam Ghazali has identified 6 stepson process to control and evaluating performance. Oshien2u Sdn. Bhd. as one of big company in Malaysia will be the case study on this paper. This paper will explore either Oshien2u company following the 6 steps of Imam Ghazali Theory in development and evaluating on staff performance and how Oshien2ucompany applied this theory in practice.

**Key words:** Evaluation • Productivity • Organizational Performance

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### INTRODUCTION

**Background Oshien2u Company:** Established in 2009 Oshien2u Sdn. Bhd. has more than 5 years experiences in sourcing and selecting the best of fragrance. Oshien Sdn. Bhd, as founded by Mrs Ernayanee Nur who believed that it is time to bring international branded fragrance to Malaysia online shop. Over the years, Oshien2u Sdn Bhd as grown to be one of the most loved online Perfume Gallery in Malaysia with the company product brand as DeXandra Perfume.

With 38 of staffs under admin department, account department, sales department, packaging department and production department, DeXandra products produce up to 450,000 bottles per month. Additionally, DeXandra has been entered Asean market, which already imported to Singapore, Indonesia and Philiphines. Head Quartes DeXandra is at Bandar Baru Bangi, Selangor.

I choose this company due to the founder and adminstration are hold by Muslim person and what is more adorable is the founder is women which is islamic practice in daily life. Moreover, the head of department are holding by her siblings, brother in law and sister in law, this make this company have special and unique than others company.

### Imam Ghazali Six Steps In Controlling And

**Evaluating Performance:** Imam Ghazali has identified 6 steps can be used as a guidance on development and evaluating process stated on ihya' ulumuddin [1, 2] Ihya' ulmuddin is greatest work of muslim spiritual book. Furthermore, ihyaulumudin been the most read after Al-Quran, it's consist four part, first is stressed knowledge and requirement of faith, second concentrated on peoples and society meanwhile part three and four discussing about inner life of soul. The 6 steps is [3]:

**1.Musharatah:** This is the first step and the foremost to self-development. Musharatah means self-examination and stipulation. This is the essential need pre-resquisites. This is means make self-agreement and binding such as "I must fulfill my task today"

*Man does not utter any word except that with him is an observer prepared*  
(al-qaf: 18)

**2-Muraqabah:** This is means the workers must guard himself to fulfill the task that him already agreed. On this step the workers must struggling against their own

self-interest. After *musharatah* (self-examination) this step will ensure the workers remind himself to give their best effort to achieve their agreement [4].

*Hadis: He (again) said: Messenger of Allah, what al-Ihsan is? Upon this he (the Holy Prophet) said: (Al-Ihsan implies) that you fear Allah as if you are seeing Him and though you see Him not, verily He is seeing you. He (the inquirer) said: You (have) told the truth. Sahih Muslim: 10*

**3-Muhasabah:** This is the third step that identified by Imam Ghazali in *IhyaUlumudin*. This means the workers make self-interrogation or self criticism. Muhasabah can be every day or even hourly, due to know the activities that the workers already done, good or bad, right or wrong. This activities also can be called as post-mortem activities. This muhasabah is very important and serious attempt to any company to recheck the workers or staff performance. Umar bin Khattab said, which means: "counting yourself before you checked in the presence of God" coincide from this caliph said Imam Ghazali also stressed about muhasabah in our daily life activities.

**4-Mu'atabah:** This is the step which reveal after doing the muhasabah step. With all information and output that existing from muhasabah step, every mistakes and false had be done must been self-criticize, especially to the false that has be done due to the specific self-mistake.

**5-Mu'aqabah:** Mu'aqabah is means punishment that reveal to the mistake that has done. Human need to the punishment ensure the mistake not occur repeatedly. This is guidance also existed from as-sunah, when one of sahabat a little bit late to joined war and Rasulullah S.A.W do the punishment with boycotted and not have any deals with this *sahabat* till the sin is forgiveness by Allah SWT.

**Mean:** We had certainly sent Noah to his people and he said, "O my people, worship Allah; you have no deity other than Him. Indeed, I fear for you the punishment of a tremendous Day. (Al-araf: 59)

**6-Mujahadah:** In this last step, from first to fifth step, mujahadah means effort for best led. For this step, must struggle and give the best effort to complete the task and all this 6 step to achieve the goal that already set.

**Mean:** The ones who have believed, emigrated and striven in the cause of Allah with their wealth and their lives are greater in rank in the sight of Allah. And it is those who are the attainers [of success]. (At-Taubah: 20)

**Oshien2u Sdn Bhd Applied Of 6 Step Theory By Imam Ghazali:** To get the information about Oshien2u Sdn Bhd, writer set time to contact General Manager of Oshien2u, MrSafwan Ismail, to get the knowledge about the practice in Oshien2u Sdn Bhd regarding on development and evaluating. From the interview session with MrSafwan Ismail, him agreed that evaluating process for the company is important attempting to the production and output company. For the step

**1-Musyaratah:** Mr Safwan said that Oshien2u implemented this step on the offer letter, such as the staff must achieve specific figures in 3 months, then the staff has make self-agreement and binding such as " I must fulfill this task for this below 3 months from now "

Additionally, the staff also know the minimum performance must him achieve to get the benefit as the worker in Oshien2u Sdn Bhd.

**2-Muraqabah:** Oshien2u Sdn Bhd on ensure staff keep on struggling to achieve the target, implementing this step company appoint 2-3 persons from the subordinate in each department, to observe day by day of staff performance. This implemented on Oshien2u SdnBhd, due to the management not being able to monitor all 38 staff day by day, so this strategy applied to ensure muraqabah step implemented in Oshien2u companies.

**3-Muhasabah:** This step in Oshien2u implemented in such as invest on staff to attend the training seminar and program. Seminar or program that Oshien2u invest is either intellectual, spiritual and emotional, from this invest staff of this company will always muhasabah andworkers make self-interrogation or self criticism. Addition activities for muhasabah step, Oshien2u always do the meeting and get the opinion from subordinates about the problem of performance.

**4-Mu'atabah:** From the interview session this step implemented as the warning from administration, in this company, staff that doing repeated mistakes will give first and last warning, this is to ensure have the self-criticize.

**5-Mu'aqabah:** Company implemented in this step is such as transferred the staf to others department, or not wear official attire so the fine is RM50 for per day. AdditionallyDeXandra HQ, will strict on staff that steal or defraud, so the punishment is sack from company.

**6-Mujahadah:** Company put certain benchmark and see the trigger o effort that give by the staff and each step of evaluating implementing.

**Findings From Research:** From all information and Interview with General Manager Oshien2u, found that 6 step of Imam Ghazali theory applied on the Oshien2u companies. From the musyaratah, murabah, muhasabah, mua'tabah, mu'aqabah and mujahadahall of this step is implemented with Oshien2u method.

Thus this company till now keep on achieve their target and not have big problem about evaluating staff performance.

From the implementation, this company also keep enhance the reputation and performance every month, writer strongly agree that 6 step of Imam Ghazali implemented as the guidelines to the the development and evaluating system in their company.

## CONCLUSION

Nowadays, a lot of big company not reassure to implement evaluating process with Islamic practice, even actually lot of theory and manners that given by the Islamic way. Islam also teach all the muslim is actually brotherhood as Firman Allah SWT

**Means:** The believers are but brothers, so make settlement between your brothers. And fear Allah that you may receive mercy [4]. (Al-mujadalat: 10)

6 step that identified by Imam Ghazali can be a good guidelines to company that still struggling to find the best method applied to their company on behalf of evaluating the performance of staffing. This paper also give the proof actually company that implemented Islamic way can success and the can affect on company performance.

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