



## SUSTAINABLE BUSINESS ETHICS BASED ON THE TRIPLE BOTTOM LINE IN SCRAP METAL TRADING: A CASE STUDY OF CV LOGAM JAYA, SUMENEP

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### ABSTRACT

This study examines the implementation of sustainable business ethics based on the Triple Bottom Line in the scrap metal trading business at CV Logam Jaya, Sumenep, Madura. The scrap metal sector contributes to local economic activity and metal waste recycling, yet it faces ethical challenges related to material sourcing, price transparency, occupational safety, and environmental responsibility. Using a qualitative field research approach, data were collected through observation, in-depth interviews, and documentation involving the owner, employees, suppliers, customers, and local community members. Data were analysed through data reduction, data presentation, and conclusion drawing, with validity ensured through triangulation. The findings show that sustainable business ethics are reflected in honest and transparent transactions, concern for employee and community welfare, responsible resource management, and efforts to reduce social and environmental risks. The implementation is supported by the owner's moral awareness, customer trust, strong social relations, business experience, and long-term sustainability orientation. However, it is hindered by economic pressure, limited understanding of sustainable ethics, weak regulatory supervision, and unhealthy market competition. This study contributes to the understanding of how Triple Bottom Line-based ethics can strengthen stakeholder trust and support business sustainability in the informal scrap metal trading sector.

## 1. INTRODUCTION

Economic development in the modern era is no longer solely oriented towards increasing profits and economic growth, but also emphasises the importance of a balance between economic, social, and environmental aspects. The increasingly competitive business environment demands that business actors not only pursue profit but also consider the impacts on society and the surrounding environment. In this context, business ethics serves as a vital instrument to guide business activities towards responsible, fair, and sustainable operations. Business ethics comprises the entirety of written and unwritten business ethical rules that govern the rights and obligations of producers and consumers, as well as the ethics that must be practised within a business. This serves as a moral guideline regulating the behaviour of business actors in carrying out economic activities, ensuring they are not solely focused on short-term profits but also consider the long-term sustainability of the business.

The concept of business ethics is evolving in tandem with growing public awareness of sustainability issues. The business world today faces demands to integrate ethical values with the principles of sustainable development. This concept is known as sustainable business ethics, namely the application of moral principles in business activities that strike a balance between economic profit, social welfare, and environmental conservation. This concept aligns with the triple bottom line approach introduced by John Elkington, which emphasises that the success of a business is not measured solely by profit, but also by its contribution to people and the planet. Thus, a sustainable business is one that is capable of generating economic value whilst delivering social benefits and safeguarding environmental sustainability.

The implementation of sustainable business ethics is not solely the responsibility of large companies or multinational corporations, but is equally important for small and medium-sized enterprises, as well as the informal sector. One informal business sector that plays a significant role in the local economy and

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environmental management is the scrap metal trade. The scrap metal trade contributes to the recycling of metal waste, which can reduce environmental pollution and support the efficient use of natural resources. Through the collection, sorting, and resale of used metal items, scrap metal traders indirectly support the creation of a circular economy focused on the reuse of resources that still hold value.

Although it makes a positive contribution to the economy and the environment, the scrap metal trade also faces various ethical issues that require attention. In practice, scrap metal trading is often confronted with issues regarding the clarity of the origin of goods, price transparency, occupational health and safety, and the social and environmental impacts arising from business activities. It is not uncommon to find cases of the purchase of second-hand goods of unclear origin or even those derived from illegal activities. Furthermore, transactions conducted through traditional channels often result in an information imbalance between sellers and buyers, potentially leading to unfair practices. These conditions indicate that the scrap metal trade is not merely an economic matter but also possesses significant moral and social dimensions that warrant examination.

Sumenep Regency, Madura, is one of the regions with a fairly well-developed scrap metal trade. The presence of scrap metal businesses in this area not only provides economic opportunities for the community but also plays a role in the management of metal waste generated from various domestic and industrial activities. One business operating in the scrap metal trade is CV. Logam Jaya. As a business operator that has been in operation for many years, CV. Logam Jaya plays a vital role in the collection and distribution of second-hand goods suitable for recycling. However, like other similar businesses, its operations also face various challenges relating to the application of business ethics and sustainability principles.

The application of sustainable business ethics in the scrap metal trade is crucial as it is directly linked to the business's sustainability and the trust of its stakeholders. Honesty in weighing goods, transparency in pricing, fair treatment of suppliers and customers, concern for employee welfare, and care for environmental cleanliness are indicators that demonstrate the extent to which a business has implemented the principles of sustainable business ethics. If these principles are applied consistently, the business will not only reap economic benefits but will also be able to build a good reputation and foster harmonious relationships with the local community.

On the other hand, the implementation of sustainable business ethics in the informal business sector still faces various obstacles. High economic pressures often drive business operators to focus more on short-term profits rather than considering moral and environmental aspects. Furthermore, a lack of understanding regarding the concept of sustainable business ethics, weak regulatory oversight, and increasingly fierce business competition are factors that can hinder the application of ethical principles in day-to-day business activities. These conditions indicate that there remains a gap between the ideal concept of sustainable business ethics and actual practices on the ground.

Research on sustainable business ethics has generally focused more on large companies and the formal sector. Studies examining the application of sustainable business ethics in the small and informal business sectors, particularly among scrap metal traders, remain relatively limited. Yet, the informal business sector makes a significant contribution to the local economy and environmental management. Therefore, research on the application of sustainable business ethics among scrap metal traders is important to provide an empirical picture of business practices developing at the local level and the factors influencing their success.

Based on the above, this study aims to analyse the forms of application of sustainable business ethics principles in the business activities of scrap metal traders at CV. Logam Jaya in Sumenep Regency, as well as to identify the factors that support and hinder their application. The research findings are expected to contribute theoretically to the development of sustainable business ethics studies, whilst also serving as input for business operators in improving business practices that are more responsible, fair, and sustainable. Furthermore, this study is expected to serve as a reference for the government and the public in promoting business activities that are not only profit-oriented but also take into account social welfare and environmental sustainability.

## 2. METHOD

This study employed a qualitative approach with a field research design. This approach was considered appropriate because the study aimed to obtain an in-depth understanding of the implementation of sustainable business ethics based on the Triple Bottom Line in the scrap metal trading business at CV Logam Jaya, Sumenep, Madura. Qualitative field research enabled the researcher to examine business practices, stakeholder interactions, ethical decision-making, and social-environmental responsibilities in their natural setting without manipulating the research context.

The research was conducted at CV Logam Jaya, located in Sumenep City Sub-district, Sumenep Regency, Madura. This location was selected purposively because CV Logam Jaya is an established scrap metal trading business that has been operating for a considerable period and is directly relevant to the research focus. In addition, the scrap metal trading sector in this area has rarely been studied from the perspective of sustainable business ethics and the Triple Bottom Line, particularly in relation to trust, social responsibility, and business sustainability.

The research informants were selected using purposive sampling based on their knowledge, experience, and direct involvement in the business activities of CV Logam Jaya. The study involved 12 informants, consisting of one business owner, one company secretary, four employees, three suppliers or customers, and three local community members living or working around the business location. The business owner was selected because of his role in determining business policies and ethical practices. The company secretary was selected because of her involvement in administrative and transaction records. Employees were selected because they were directly involved in daily operational activities, including sorting, weighing, storing, and handling scrap metal. Suppliers and customers were selected because they had direct experience in price negotiation, transaction transparency, and business trust. Local community members were selected because they were affected by the presence of the business, particularly in relation to social interaction, environmental conditions, and community welfare.

The data sources consisted of primary and secondary data. Primary data were obtained through direct observation and in-depth interviews with the selected informants. Secondary data were obtained from supporting documents, business records, photographs, relevant books, scientific journals, and other literature related to sustainable business ethics, the Triple Bottom Line, and business sustainability.

Data were collected using observation, in-depth interviews, and documentation. Observation was conducted for approximately one month, during which the researcher observed daily business operations, transaction processes, interactions between the owner, employees, suppliers, and customers, occupational safety practices, waste handling, and the condition of the surrounding environment. In-depth interviews were conducted using semi-structured interview guidelines to explore the forms of sustainable business ethics implementation, supporting factors, inhibiting factors, and the perceived contribution of ethical practices to trust and business sustainability. Documentation was carried out by collecting relevant written records, photographs of business activities, and supporting documents related to the research process.

Data analysis was conducted interactively through three stages: data reduction, data presentation, and conclusion drawing. In the data reduction stage, the researcher selected and grouped data according to the main research focus, namely ethical business practices, Triple Bottom Line implementation, supporting factors, inhibiting factors, trust, and business sustainability. The data were then presented in descriptive narrative form to identify patterns and relationships among the findings. Finally, conclusions were drawn by interpreting the recurring themes and linking them to the theoretical framework of sustainable business ethics and the Triple Bottom Line.

To ensure data validity, this study employed source triangulation, methodological triangulation, and theoretical triangulation. Source triangulation was conducted by comparing information obtained from the owner, secretary, employees, suppliers or customers, and local community members. Methodological triangulation was carried out by comparing data from observation, interviews, and documentation. Theoretical triangulation was conducted by interpreting the findings using the concepts of sustainable

business ethics, the Triple Bottom Line, stakeholder trust, and business sustainability. In addition, member checks were conducted by confirming key interview results with selected informants to ensure that the researcher's interpretation was consistent with the actual conditions in the field. Through these procedures, the findings of this study are expected to be credible, valid, and academically accountable.

### **3. RESULTS AND DISCUSSION**

#### **Results**

Based on the research findings obtained through observation, in-depth interviews, and documentation at CV. Logam Jaya in Sumenep Regency, it was found that the application of sustainable business ethics has become an integral part of the business activities carried out by the owners and employees. Although the scrap metal trade falls within the informal sector, the practices observed indicate efforts to apply business ethics principles oriented towards economic, social, and environmental sustainability. The research findings indicate that the implementation of sustainable business ethics is realised through four main aspects, namely a commitment to honest and transparent business practices, concern for the welfare of employees and the surrounding community, wise and environmentally friendly resource management, and efforts to minimise social and environmental risks.

#### **Commitment to Honest and Transparent Business Practices**

Honesty and transparency are the most prominent core principles in the business activities of CV. Logam Jaya. Based on interviews with the business owner, it was found that all transactions are conducted openly, particularly in the weighing of goods and the setting of prices. Every customer can directly observe the weighing process, ensuring there is no manipulation of the weight of goods that could disadvantage either party. This practice demonstrates that honesty is viewed not only as a moral obligation but also as a strategy to maintain customer trust. In the scrap metal trade, trust is a vital asset as the majority of transactions are based on long-term relationships between sellers and buyers. Consequently, the business owner strives to uphold the company's reputation through honesty in every transaction.

In addition to transparency in weighing, openness regarding pricing is also a vital aspect of business operations. Business owners always communicate price changes to customers in line with market conditions. Customers are provided with an explanation of the quality of the goods being sold so that the price received can be understood rationally. Consequently, the transaction process proceeds fairly and does not give rise to a sense of being short-changed. Research findings indicate that customers feel comfortable and confident in continuing to sell their second-hand goods to CV. Logam Jaya due to the clarity in the transaction process. This trust serves as a factor supporting the business's long-term sustainability. This practice demonstrates that the application of the principles of honesty and transparency not only provides moral benefits but also economic benefits in the form of customer loyalty. From the perspective of sustainable business ethics, this practice reflects the application of the principles of moral integrity, justice, and responsibility. Business operators are not solely focused on short-term profits but also strive to build healthy and sustainable business relationships with all parties involved.

#### **Concern for the Well-being of Employees and the Local Community**

Research findings indicate that CV. Logam Jaya demonstrates a concern for employee welfare as part of its corporate social responsibility. This concern is manifested through the provision of fair wages, timely salary payments, and additional pay when employees undertake extra work such as overtime or the loading and unloading of large quantities of goods. In addition to economic aspects, the business owner also prioritises employee safety. This is evident in the provision of personal protective equipment, including gloves, helmets, masks, and work boots. Although the facilities provided are still basic, this step demonstrates an awareness of the importance of protecting workers from potential accidents that may occur during operational activities. The relationship between the business owner and the employees also reflects a fairly harmonious working atmosphere. Employees feel that the business owner cares about their well-being, both in terms of their work and their social lives. This attitude demonstrates that the business is not solely profit-driven, but also takes into account the human aspect, which is an important part of the concept of sustainable business ethics. The local community also benefits from this. The presence of CV. Logam Jaya provides economic opportunities through job creation and the stimulation of local economic activity. Some residents benefit from these business activities, whether through the sale of second-hand goods or supporting businesses such as food stalls and transport services.

The local community also considers the business owner to be sufficiently responsible in maintaining social relations. Although business activities sometimes cause noise due to the loading and unloading of goods, this situation is still acceptable as the business owner strives to maintain environmental cleanliness and does not cause excessive disturbance. The results of this study indicate that the application of the 'people' principle within the triple bottom line concept has been successful. Business operators do not merely prioritise business interests ( ), but also strive to provide benefits for workers and the surrounding community.

### **Prudent and Environmentally Friendly Resource Management**

One key finding of this study is the existence of resource management practices that support environmental sustainability. The main activities of CV. Logam Jaya—the collection and processing of used goods—have indirectly contributed to waste reduction and increased recycling activities. Goods arriving at the business premises are sorted by material type, such as iron, aluminium, copper, plastic, cardboard, and other metals. This sorting is carried out to improve the efficiency of goods management whilst facilitating the distribution process to processing plants. Through this process, items previously considered worthless can be reused as industrial raw materials.

The reuse of second-hand goods has a positive impact on the environment as it reduces the amount of waste ending up in landfill sites. Furthermore, the recycling process also helps to reduce the exploitation of new natural resources required for industrial production. Employees also play a role in maintaining the cleanliness of the business premises. They routinely clean the working environment and organise goods in an orderly manner to prevent accumulation that could lead to the risk of accidents or environmental pollution. Good organisation of goods also creates a safer and more comfortable working environment. From the perspective of sustainable business ethics, this practice demonstrates an awareness that business activities must make a positive contribution to the environment. Resource management is not only aimed at generating economic profit but also supports environmental conservation efforts through the reuse of materials that still have practical value.

### **Efforts to Minimise Social and Environmental Risks**

Research findings indicate that CV. Logam Jaya endeavours to minimise various social and environmental risks that may arise from business activities. One measure taken is maintaining the cleanliness of the business premises and promptly segregating goods or waste that could potentially harm the environment. The business owner also instructs employees to organise used goods regularly so as not to disrupt the activities of the surrounding community or create the risk of workplace accidents. Sharp objects and hazardous materials are stored in designated areas to prevent injuries to workers and the public. Furthermore, the business owner strives to maintain good relations with the local community through open communication and a cooperative attitude.

This approach is adopted to prevent social conflicts that could disrupt business continuity. Awareness of the importance of social relations demonstrates that business success is determined not only by economic factors but also by the level of community acceptance of the business activities being carried out. These efforts indicate that business operators are conscious of their social and environmental responsibilities as part of sustainable business practices.

### **Factors Supporting and Hindering the Implementation of Sustainable Business Ethics**

#### **Supporting Factors**

Based on the research findings, there are several factors supporting the implementation of sustainable business ethics at CV. Logam Jaya. The first factor is the business owner's moral awareness, which places honesty as the primary principle in running the business. This awareness forms the basis for creating harmonious relationships with customers, suppliers, employees, and the local community. The second factor is the trust of customers that has been built up over many years. Business relationships based on honesty and transparency encourage customers to continue their cooperation with CV. Logam Jaya. The third factor is the business experience possessed by the business owner. This experience fosters an

understanding that long-term business success is determined not only by the size of profits, but also by the reputation and trust built through ethical behaviour. Another supporting factor is the strength of the community's social and cultural ties, which still uphold the values of family, mutual cooperation, and mutual trust. These values indirectly encourage business operators to maintain behaviour that aligns with prevailing social norms.

## 2. Barriers

Alongside these supporting factors, the research also identified several hindering factors in the implementation of sustainable business ethics. The most dominant factor is economic pressure. Unstable market conditions and increasingly fierce business competition often drive business operators to focus more on short-term profits. The next factor is a lack of understanding regarding the concept of sustainable business ethics. Some employees and business operators understand business ethics merely as honesty in transactions without grasping the broader aspects of social and environmental sustainability, where economic development cannot be separated from the quality of human development and the socio-cultural character of society. Furthermore, weak government regulation and oversight also act as barriers. The absence of specific regulations governing the scrap metal trade means that ethical and environmental standards rely heavily on the individual awareness of business operators. Unhealthy business competition also presents a distinct challenge. Under certain conditions, price competition can drive business operators to set aside ethical principles in order to ensure the survival of their businesses. This situation demonstrates that the implementation of sustainable business ethics requires support from various parties, including business operators, the community, and the government. Overall, the research findings indicate that CV. Logam Jaya has implemented various principles of sustainable business ethics, reflected in the aspects of honesty, social responsibility, environmental concern, and risk management. Although some obstacles remain, the practices already in place demonstrate that businesses in the informal sector also possess significant potential to adopt more ethical, responsible, and sustainable business practices.

## Discussion

The research findings indicate that CV. Logam Jaya has implemented various principles of sustainable business ethics in its business activities. This implementation is reflected in a commitment to honesty and transparency, concern for the welfare of employees and the community, the prudent management of resources, and efforts to minimise social and environmental impacts. These findings demonstrate that the concept of sustainable business ethics is not only applicable to large corporations but can also be implemented by small and medium-sized enterprises, including the scrap metal trade sector, which has often been viewed as an informal sector focused solely on economic profit.

Theoretically, sustainable business ethics emphasises that business activities must be able to strike a balance between economic, social, and environmental interests. This concept is known through the Triple Bottom Line approach introduced by John Elkington, comprising three main elements: profit (economic gain), people (social welfare), and planet (environmental sustainability). These three aspects are interrelated and form the basis for realising responsible and sustainable business. Based on the research findings, the business practices carried out by CV. Logam Jaya demonstrate efforts to fulfil these three aspects. Although their implementation has not yet been formalised as in large corporations, business ethical values have become part of the business culture that has developed within day-to-day activities.

### **Practices of Honesty and Transparency as the Foundation of Business Sustainability**

The research findings indicate that honesty and transparency are the most dominant principles in the business activities of CV. Logam Jaya. The business owner regards honesty as the primary asset in building relationships with customers and suppliers. This is evident in the open weighing of goods, the setting of prices in line with market conditions, and the clear communication of information to customers regarding the quality of the goods being traded. These findings align with the business ethics theory proposed by Sonny Keraf, which states that the principle of honesty is one of the fundamental principles in business activities. Honesty forms the basis for the creation of trust and sustainable cooperation between

business operators and stakeholders. Without honesty, business relationships are prone to conflict, which could ultimately threaten the sustainability of the business.

In the context of the scrap metal trade, customer trust plays a crucial role as transactions are typically recurring and involve long-term relationships. The research findings indicate that the majority of customers choose to continue selling their used goods to CV. Logam Jaya because they trust the weighing and pricing systems in place. This situation demonstrates that the application of business ethics not only provides moral benefits but also yields economic benefits through increased customer loyalty. Furthermore, the transparency applied in business activities helps to reduce the potential for disputes between sellers and buyers. Open communication fosters a sense of fairness, ensuring that all parties feel they are receiving their due. Thus, practices of honesty and transparency not only reflect the application of ethical values but also serve as an effective strategy for maintaining business stability and sustainability. These findings also reinforce Velasquez's view that business ethics serve to foster harmonious relationships between companies and their stakeholders. By applying the principle of honesty, CV. Logam Jaya has been able to build a good reputation within the community, thereby gaining the trust that is a vital asset to the sustainability of the business.

### **Care for Employees as an Implementation of Social Responsibility**

The research findings indicate that attention to employee welfare constitutes one form of the implementation of sustainable business ethics at CV. Logam Jaya. This care is manifested through the provision of fair wages, the timely payment of salaries, the provision of safety equipment, and good interpersonal relationships between the business owner and the workers. From the perspective of sustainable business ethics, employees are not merely a factor of production used to achieve economic profit, but rather an important part of the stakeholders who must receive fair treatment. Therefore, the company has a moral responsibility to ensure the welfare and safety of its workers.

Research findings indicate that business owners recognise the importance of maintaining workers' comfort and safety. This awareness is evident in the provision of gloves, masks, helmets, and other work equipment used to reduce the risk of workplace accidents. Although the facilities provided are still basic, these efforts demonstrate a concern for occupational safety and health. According to corporate social responsibility theory, companies have a duty to consider the welfare of those involved in their business activities. In this study, social responsibility is not realised through formal programmes as in large companies, but through tangible actions directly experienced by the workers. Furthermore, the familial relationships forged between business owners and employees indicate that humanistic values remain a vital component of business operations. This fosters a harmonious working environment, thereby enhancing worker motivation and productivity. Consequently, prioritising employee welfare not only yields social benefits but also underpins the business's economic sustainability.

### **Contribution to the Community and Social Environment**

In addition to benefiting employees, the existence of CV. Logam Jaya also has a positive impact on the surrounding community. Research findings indicate that this business is capable of creating employment opportunities for the local community and boosting economic activity in the surrounding area. The presence of the scrap metal trading business also opens up opportunities for other enterprises that support the company's operational activities. These findings demonstrate that business activities fulfil an important social function in community development. According to the concept of sustainable development, business should not only be oriented towards generating profits for shareholders but must also be capable of delivering benefits to society at large. The presence of CV. Logam Jaya has helped increase the income of some members of the community who earn a living from collecting and selling second-hand goods. Furthermore, the local community also benefits indirectly from the increased economic activity generated by the business. Although there are negative impacts, such as noise from loading and unloading activities, the community still accepts the business quite well. This is because the business owners strive to maintain good communication with the community and endeavour to minimise the disturbances caused. This

situation demonstrates that the success of a business is not only determined by its ability to generate profit, but also by its ability to build harmonious social relationships with the surrounding environment. Good relations with the community are one of the factors supporting the long-term sustainability of the business.

#### **Environmental Management as a Form of Environmental Implementation**

Research findings indicate that the scrap metal trading activities carried out by CV. Logam Jaya contribute to environmental conservation through recycling and the reuse of second-hand goods. The items collected do not immediately become waste but are sorted and redistributed as industrial raw materials. From a sustainable development perspective, this practice holds significant value as it reduces waste volume and curbs the exploitation of natural resources. Through the recycling process, the industry's need for new raw materials can be reduced, thereby diminishing the pressure on the environment. These findings align with the concept of *the circular economy*, which emphasises the importance of reusing resources to maintain their economic value. The scrap metal trade is essentially part of the circular economy chain as it serves to connect waste that still has utility value with industries requiring recycled raw materials.

Furthermore, business owners also strive to maintain a clean working environment through regular organisation of goods and cleaning of the business premises. Although these measures are still carried out in a simple manner, they demonstrate an awareness of the importance of maintaining environmental quality. According to the Triple Bottom Line concept, the environmental aspect (planet) is one of the key indicators in assessing the success of a business. Therefore, the efforts undertaken by CV. Logam Jaya can be viewed as a form of implementing sustainable business ethics that is not only focused on economic profit but also considers environmental sustainability.

#### **Analysis of Factors Supporting and Hindering the Implementation of Sustainable Business Ethics**

The research findings indicate that the implementation of sustainable business ethics at CV. Logam Jaya is supported by several key factors, namely the business owner's moral awareness, considerable business experience, customer trust, and good social relations with the local community. These factors constitute vital social capital in maintaining the consistency of ethical values in business activities. On the other hand, the research also identified several barriers affecting the implementation of sustainable business ethics. The main barrier is economic pressure resulting from fluctuations in the prices of second-hand goods and increasingly fierce business competition. These conditions often drive business operators to focus more on achieving short-term profits. Furthermore, a lack of understanding regarding the concept of sustainable business ethics also poses a challenge. Some business operators still view business ethics merely as honesty in transactions, whilst social and environmental aspects are not yet fully understood. Another factor contributing to these barriers is the lack of regulations and guidance from the government regarding the application of sustainability principles within the scrap metal trade sector. Based on this discussion, it can be concluded that the implementation of sustainable business ethics at CV. Logam Jaya is consistent with the Triple Bottom Line concept, which encompasses the aspects of profit, people, and planet.

Although it still faces various obstacles, the practices carried out demonstrate that the scrap metal trade has great potential to become a business model that is not only economically profitable but also provides sustainable social and environmental benefits. This discussion proves that the application of sustainable business ethics can be undertaken by small-scale businesses through a commitment to honesty, social responsibility, and environmental care.

#### **4. CONCLUSION**

This study concludes that the implementation of sustainable business ethics at CV Logam Jaya, Sumenep, Madura, reflects the principles of the Triple Bottom Line, namely profit, people, and planet. Although these ethical practices are still implemented in a simple and informal manner, they have contributed to business sustainability, stakeholder trust, and stronger social relationships within the scrap metal trading sector. In the economic aspect, sustainable business ethics are reflected in honest transactions, open weighing practices, fair pricing, and transparent information regarding the quality and value of scrap metal. These practices strengthen customer trust and help maintain long-term business relationships. In the social aspect, ethical practices are demonstrated through attention to employee welfare, timely wage payment, provision of basic safety equipment, and positive relationships with workers and the surrounding community. In the environmental aspect, the collection, sorting, and resale of scrap metal support waste reduction, resource reuse, and more efficient material management. The

implementation of sustainable business ethics at CV Logam Jaya is supported by the owner's moral awareness, long business experience, customer trust, and strong social relations with employees, suppliers, customers, and the local community. However, several challenges remain, including market price fluctuations, economic pressure, unhealthy competition, limited understanding of sustainable business ethics, weak regulatory supervision, and the absence of a more structured ethical management system. Based on these findings, this study recommends that CV Logam Jaya strengthen price transparency by providing clearer information on weighing results, market price references, and product quality categories. The company also needs to improve occupational safety by providing adequate protective equipment, arranging a safer work environment, and conducting simple safety briefings for employees. In addition, documentation of material sources should be improved to ensure that scrap metal is obtained from clear, legal, and accountable sources. Environmental responsibility should also be strengthened through better waste management, cleaner storage areas, regular sorting systems, and efforts to minimise pollution and disturbance to the surrounding community. This study contributes to the understanding that sustainable business ethics are not only relevant for large corporations but can also be applied by small and medium-sized businesses in informal sectors such as scrap metal trading. The application of Triple Bottom Line-based ethics can serve as a strategic foundation for building trust, improving business competitiveness, and supporting more responsible and sustainable business practices.

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