



The Meaning of Profit in Traditional Markets in Frame of Understanding Manunggaling Kawula Lan Gusti

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General Background: The concept of “Manunggaling Kawula Lan Gusti,” rooted in Javanese culture, embodies the unity between humans and the divine, shaping community dynamics and business practices in traditional markets. **Specific Background:** This philosophy influences economic and social interactions in Pasuruan’s traditional markets, emphasizing honesty, community empowerment, and spiritual values. **Knowledge Gap:** While previous studies have addressed “Manunggaling Kawula Lan Gusti” in various contexts, its specific impact on profit perception in traditional markets remains underexplored. **Aims:** This study investigates how Javanese philosophical principles redefine profit beyond financial metrics, integrating ethical and spiritual dimensions. **Results:** Ethnographic research reveals that traders prioritize ethical relationships and community well-being, viewing profit as a divine blessing rather than mere monetary gain. **Novelty:** The study highlights a paradigm shift where success is evaluated through ethical and spiritual contributions, offering a sustainable business model that transcends financial success. **Implications:** This research suggests integrating cultural philosophies like “Manunggaling Kawula Lan Gusti” into modern business practices can enhance ethical standards, community relations, and spiritual fulfilment, encouraging businesses globally to adopt more holistic success measures.

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INTRODUCTION

In the Javanese economic and social context, the concept of "Manunggaling Kawula Lan Gusti" or the unity between the people and the ruler, has a significant central role in shaping the dynamics of community life. (Soedigdo, 2014). This understanding provides a foundation for social interactions, government policies, and economic patterns rooted in ancestral values (Roziqin, 2007). The concept of Manunggaling Kawula Lan Gusti emerges as a relevant understanding. As a unity between the people and the ruler, this philosophy provides insight into how social interactions and government policies can influence the sustainability of traditional markets. The emphasis on values such as honesty, loyalty, and cooperation is key in understanding how traditional markets with Pancawara culture can continue to survive amidst changing times (Afrianti, 2018). In the daily life of Javanese society, the concept "Manunggaling Kawula Lan Gusti" main foundation that shapes the dynamics of the relationship between citizens and rulers. (Sholikhin, 2011). This philosophy contains values of togetherness, honesty, and loyalty as a cultural foundation that shapes social and economic life.

The traditional market in Pasuruan can be seen as a mirror of the application of the philosophy of "Manunggaling Kawula Lan Gusti". It exists not only as a place of trade but also as a place of social interaction based on deep-rooted cultural values. Direct involvement in market life, as applied in the ethnographic approach, makes it possible to see how these values are manifested in every transaction, interaction, and market policy. The application of the concept of "Manunggaling Kawula Lan Gusti" can be realized in local policies that support the sustainability of traditional markets, ensuring the balanced involvement of the community and the authorities. Measures such as increased transparency, support for small businesses, and emphasis on environmental sustainability can be concrete manifestations of these values. By understanding and implementing these concepts, traditional markets in Pasuruan can continue to be sustainable economic centers, reflecting the harmony between the community and the authorities through the philosophy of "Manunggaling Kawula Lan Gusti." This not only provides economic sustainability but also strengthens social and cultural ties amidst the changing times.

Within this framework, this article investigates the significance of profit from a cultural perspective, especially in the context of traditional markets in Pasuruan, East Java, which are influenced by the Pancawara cycle and strong religious values. The concept of Pancawara using Javanese days, carries a philosophy that teaches humans to be productive (Afrianti, 2019), produce, master, improve and destroy. This creates a unique social relationship between buyers and sellers in traditional markets, which continues to survive despite the impact of modernization. The traditional market in Pasuruan is not only a place of economic transactions, but also a stage where the concept of Panchakarma carves out a unique pattern of social interaction. In this discussion, The research will focus exclusively on interpreting the cultural interpretation of profit. Javanese philosophy emphasizes that business success is not only limited to achieving financial gains but also involves the

aspect of "barakah" or blessing.

In the Javanese view, "nerimo ing pandum," or the willingness to accept fate, is the basis for a sincere attitude in seeking sustenance. Traditional market vendors are believed to achieve "blessed" profits if they conduct business with honesty and sincerity (Efendi, 2021b; Widodo, 2019). This belief is reflected in actions such as returning the right change and bargaining with a generous attitude.

This article will dive deeper into how values such as honesty, cooperation, and willingness to give in the bargaining process create profits that are not only financial but also have strong ethical values (Anshori, 2013). This philosophy reflects the view that business success should not be separated from the blessings and support of the authorities and the community. Through an ethnographic approach, this research will delve deeper into how traditional market traders in Bangil perceive and feel the meaning of profit. This understanding is not only limited to financial aspects but also involves cultural and social aspects that shape the dynamics of traditional markets. By understanding the meaning of profit in a cultural context, this article is expected to contribute to permeating cultural heritage and values that are still relevant in the face of the ever-growing flow of modernization (Widodo, 2019).

METHODS (FOR ARTICLES OF RESEARCH RESULTS)

In the Javanese economic and social framework, the concept of "Manunggaling Kawula Lan Gusti" or the unity between the people and the ruler, plays a central role in shaping the dynamics of community life (Soedigdo, 2014). This understanding provides a foundation for social interactions, government policies, and economic patterns rooted in ancestral values (Roziqin, 2007). This research is integrated with the concept "Manunggaling Kawula Lan Gusti," which literally describes the union between servant and God. (Sahlan, 2016). In the context of this research, Manunggaling Kawula Lan Gusti reflects the close relationship between traditional traders as servants and the market (panchakarma) as a representation of the presence of Gusti or God (Afrianti, 2019). The traders, as servants, interact with the market as a manifestation of the presence of Gusti, which is then reflected in their understanding of the concept of profit. The main participants in this study were traditional traders at the Mbah Pasuruan Tomb located next to the Pasuruan Great Mosque. Data collection was conducted through full participant observation and in-depth interviews. Participant observation involves the researcher's direct approach to Pasuruan Market with a hands-on approach, which means that the researcher is actively involved in the daily activities of the market to identify individuals who meet the criteria as informants in the study. Participant observation was conducted by paying attention to the daily activities of the traders, the types of goods being traded, the interaction between traders and

customers, and the overall market atmosphere. The researcher also recorded in detail every aspect related to the concept of "Manunggaling Kawula Lan Gusti" from the perspective of profit. Furthermore, in-depth interviews were conducted with informants who met certain criteria. The criteria involved selling experience for more than eight years, selling location in Pasuruan Market, informants' readiness to share experiences related to profit assessment, and status as wholesale and retail traders with fixed stalls. In-depth interviews focused on informants' understanding of the concept of "Manunggaling Kawula Lan Gusti" from a profit perspective. In-depth questions were asked to gain more detailed insights into how this concept is reflected in their daily business practices. The results of these observations and interviews then formed the basis of the analysis to understand the role of the concept in the profit assessment of the traders at Pasuruan Market. The informants in the study are as follows:

[Table 1 about here]

Data validity in this study was tested through member checks, in accordance with the approach described (Nasharudin, 2014). The research model and process followed Spradley's framework, including two stages of data analysis, namely domain analysis and theme analysis. This research aims to gain in-depth insight into the concept of profit in the cultural context of the panchakarma cycle, involving traditional traders as research subjects. The ethnographic approach and the focus on the panchakarma cycle provided space for an in-depth understanding of how local values, norms, and beliefs shape traders' perceptions of profit. As part of the local culture, The notion of Manunggaling Kawula Lan Gusti can enrich the interpretation of traders' behavior and views on profit in the context of the panchakarma cycle (Balaguer, 2012; Han, 2010). Thus, this study attempts to weave together the experiences of traditional traders with local spiritual concepts to investigate the deep meaning of the concept of profit in the cultural context of the panchakarma cycle.

Data Analysis Result

The qualitative approach is employed with a focus on participants' subjective experiences and knowledge concerning income. By considering the heterogeneity of participants' experiences, the research sought to answer the question of how participants subjectively experienced and understood income (Baker, 2011). In looking at cultural phenomena, especially in the context of business habits with tepo seliro, it was found that participants expressed patterns of behavior that reflected local cultural values. For example, honesty emerged as a cultural norm of customs, which was reflected in their business behavior. In addition, the cultural norm of folkways was reflected in the generous behavior observed in the participants' experiences (Akpan, 2016; Hartanto, 2020). An exploratory approach was used to dig deeper into how these cultural values influence the way participants understand income (Iqbal, 2011). In the context of this research, data analysis takes center

stage to illustrate the complex relationship between cultural norms, business behavior, and subjective interpretations of income. This analysis aims not only to identify the interconnections among these variables but also to delve into them to understand in detail how local cultural values permeate the experiences and knowledge of participants regarding their income. First and foremost, through this data analysis, researchers can deeply explore the cultural norms that underlie local business practices. This includes social norms, ethical norms, and cultural values that form the foundation for economic decision-making. By identifying these elements, an understanding can be gained of how local culture shapes views on business goals, responsibilities to society, and the definition of economic success.

Furthermore, data analysis also involves tracing business behavior reflected in participants' economic practices. This encompasses marketing strategies, operational models, and company policies that reflect specific cultural norms. For example, whether a company prioritizes environmental sustainability, upholds ethical principles in business relationships, or prioritizes contributions to the well-being of the local community. Alongside this, the subjective interpretation of income becomes a focal point of analysis. How do participants attach meaning and value to their income? Is financial success measured only in monetary terms, or does it also involve moral and social dimensions? At this stage, data analysis can reveal how individuals' perceptions of their income are influenced by broader cultural norms and to what extent this reflects collective views in the local community. Holistic data analysis allows for a profound understanding of the complexity in the relationship between cultural values, business behavior, and subjective interpretations of income. Through this approach, it is hoped that a richer and more contextual understanding will emerge of how local culture shapes not only business practices but also how people perceive and attribute meaning to income in a specific society.

Domain Analysis

By basing on the validity of domain analysis, the data obtained through the application of semantic relationships that describe the main themes of various informants are used as a basis for finding the realm of domain analysis. Semantic relationship analysis was conducted to reveal the meaning of income in the context of cause-and-effect relationships and their consequences. (Koç, 2019). To simplify domain examination, gathered data through observations and discussions. were utilized by utilizing a domain analysis. In the form, all collected terminologies were categorized based on the category of semantic relation and arranged in a particular domain (Mujaddidi, 2017).

[Table 2 about here]

"From Table 2, the domains related to the meaning of profit include Tepo Seliro, integrity, benevolence, and profit as a divine favor. The analysis focused on the tepo seliro domain revealed indicators of tolerance, friendship, and solidarity. Tolerance refers to behavior in words and actions that reflect respect from buyers. Traditional traders, in the panchakarma

cycle, are considered capable of feeling what buyers feel (Ahmad, 2017). Tolerant behavior is then explained as a way for merchants to maintain buyers' feelings through polite and respectful behavior. In this context, this behavior is not just a communicative act, but also a strategy to maintain positive relationships with buyers. Through the use of tolerance, merchants try to create an environment that is pleasant and respectful to shoppers, so that it can have a positive impact on the buying experience and strengthen the relationship between merchants and consumers.

Thema Analysis

Analysis of the theme of organizing the "structure" of cultural phenomena is a significant component. Cultural phenomena regarding the meaning of profit are divided into several elements, such as tepo seliro, honesty, generosity, and profit as a blessing (Iqbal, 2011). In the context of traditional traders operating in the Pancawara cycle, cultural aspects are key to achieving the desired profit (Birsyada, 2020). The importance of being tawadhu' or humble in behavior forms the basis for traders to obtain optimal profits, while tolerance and patience in serving buyers become an inseparable foundation. Through the phenomenon of silaturrahim, harmonious relationships are created, creating harmony or "tepo seliro" between traders and buyers. Transparency in conveying the state of commodities and establishing equitable prices are key principles, that reflecting honesty in business relationships. In addition, values such as compassion, almsgiving to buyers, and gratitude are considered important factors for increasing profits and obtaining a better life (Ghazali, 2017). This phenomenon is believed to be a form of spiritual investment that is "multiplied" by God, creating a business environment that is not only materially profitable but also contains deep ethical and spiritual values.

RESULTS AND DISCUSSION

Exploring the Value of Manunggaling Kawula Lan Gusti Interview

This research introduces a new dimension by incorporating gender-related indicators and assessing the relevance of cultural values to market sustainability. This change creates a significant difference compared to previous studies that also explored the concept of Manunggaling Kawula Lan Gusti (Birsyada, 2020). In the interview method aimed at understanding the concept of Manunggaling Kawula Lan Gusti, the structured approach ensures that the questions align with the research objectives, intending to explore the implementation of this principle in a business context. The interviews begin by establishing a comfortable atmosphere, initiating a conversation about the importance of collaboration and values in business before delving into structured questions. Structured questions are designed to elaborate on respondents' understanding of the Manunggaling Kawula Lan Gusti concept. This includes how respondents interpret the essence of the relationships advocated by this principle. Subsequently,

questions focus on the application of the concept in day-to-day business decision-making, allowing respondents to provide concrete examples and identify its impact on team dynamics and business relationships. Throughout the posed questions, the interviews explore potential issues or obstacles in implementing Manunggaling Kawula Lan Gusti in the modern business environment. This provides profound insights into the challenges that may be faced and the strategies used to overcome these hurdles. The importance of Manunggaling Kawula Lan Gusti in maintaining a balance between personal and business interests also takes center stage in the interviews. Structured questions detail how this concept influences the dynamics of this balance and whether any changes have been observed in business decisions or team dynamics since the implementation of this principle. With this approach, the interview method forms a cohesive connection between the research objectives and a profound understanding of the concept of Manunggaling Kawula Lan Gusti in the respondents' business context.

The researcher aimed to comprehend the meaning of the concept from the participants' perspective, including how it is interpreted and applied in their lives. Additionally, the researcher sought to identify the role of this concept in shaping the cultural and spiritual values of the participants, as well as how it contributes to their understanding of the relationship between humans (Kawula) and the Divine (Gusti). The interviews also involved in-depth discussions about specific experiences of the participants related to the Manunggaling Kawula Lan Gusti concept. This included life stories, significant events, or transformative moments that could provide further insight into how individuals internalize and live out this concept.

With this approach, the researcher aimed to collect rich and meaningful data, forming the foundation for a profound analysis of Manunggaling Kawula Lan Gusti principle the cultural and spiritual context of the participants.

Informant 1

"Exploring the value of Manunggaling Kawula Lan Gusti is based on God as the creator on earth and me as a person created by God. In buying and selling in the market, I believe that the concept does not only look at profit and selling but building sustainable relationships with customers, empowering communities, and creating a positive impact in the surrounding environment. Understanding that profit is part of oneness with God can give a deep spiritual dimension to business success."

The interview is related to the domain analysis. Giving grace to oneself is a manifestation of ethical principles and values that honor humanity in the individual's relationship with oneself. It involves respect for human dignity, in which human beings are endowed with the highest capabilities in this world. In other words, sustainability and respect for these values create the foundation for building character with dignity, respecting one's potential, and promoting spiritual growth and goodness in

society.

Informant 2

"In selling, we often start from zero, and it is difficult to achieve instant success. However, the important thing is patience, regardless of the results we achieve in life, having an attitude of gratitude as the main foundation is very important"

In other words, this message emphasizes that although initial results may be limited, gratitude for what the power provides should still involve almsgiving as integral to the journey of the sales process. With an attitude of gratitude and sincerity in giving alms, success in selling can be achieved meaningfully. Resilience in the Pasuruan traditional market can be understood through patience, which is the main foundation. These tests are not only a challenge but also an opportunity to shape maturity in daily thinking and behavior. Informant two, in running his business, certainly faced tests that involved fortitude and patience. The results obtained, no matter how small, are considered a gift from God, and an attitude of patience and gratitude is the key to obtaining greater grace. The experience of unity is also closely linked to the purpose of human creation, which is to return to God, the source of life. Death, as part of the journey of life, is considered the path to true life, which is not affected by death. Therefore, death is considered a step towards the ultimate life, which is referred to as "urip tan kena ing pati" or life that is not limited by death. In addition, unity also reflects the belief in eternal life after death. Overall, the concept of unity and the test of life in informant two's view creates a strong spiritual foundation, where patience, gratitude and belief in eternal life become the main values in dealing with various aspects of life.

Informant 3

"Spiritual awareness teaches that business success cannot only be measured in terms of financial profit. A business run with spiritual awareness views success as a result of the positive impact it has on society. This includes contributing to the well-being of society, creating products or services that support holistic health, and promoting good business ethics. Business success is also seen in the level of happiness generated, both for the business owner and for the employees. Businesses that build sustainable relationships with their communities can create peace within the business environment and society. In addition, spiritual awareness also highlights the importance of balance in life, and business success that involves a balanced work and personal life is considered true profit. With this holistic approach, the concept of profit stretches across the dimensions of health, happiness, peace and life balance."

In the context of spiritual awareness, business success is not just numbers in a financial statement, but a journey that involves an awareness of positive impact on society. A business equipped with spiritual awareness not only aims to achieve financial profit, but also aims to make a positive contribution to the overall well-being of society. This can be realized through the development of products or services that not only meet consumer needs, but also contribute to overall well-being, both physically and mentally. Furthermore, a spiritually conscious business emphasizes the importance of good business ethics. Sustained business ethics involve decisions and

actions that are mindful of fairness, integrity, and sustainability. A business run with integrity will earn the trust of society, which in turn can create sustainable business success.

In addition to the positive impact on society, business success in the context of spiritual awareness is also reflected in the level of happiness. Both business owners and employees will feel joy and meaning in their contribution to the common good. Businesses that build sustainable and responsible relationships with their communities will bring peace to the business environment and society. Spiritual awareness also highlights the need to achieve balance in life. Successful businesses in this view are not only those that achieve material gains but also those that understand and support the need for work-life balance. This balance is considered to be true profit, as it creates a meaningful and fulfilling life. Spiritual awareness thus brings a holistic dimension to the concept of profit in business. Profit is not just seen in financial terms, but rather as a result of efforts made with integrity, a positive impact on society, happiness, peace, and life balance. The concept of profit becomes more meaningful and relevant in the context of spiritual awareness that views business as a means to achieve broader and sustainable success.

Manunggaling Kawula Lan Gusti cultural perspective on the meaning of profit

Manunggaling Kawula Lan Gusti to the meaning of profit, the orientation of spiritual and ethical values plays a central role in the assessment of business success. The concept of Manunggaling Kawula Lan Gusti emphasizes the unity between the servant (kawula) and God (gusti), creating a philosophical foundation for the cultural understanding of various aspects of life, including business and profit. In this context, profit is not only seen as a material achievement, but also as the result of actions that are in line with spiritual values. For example, a merchant who practices the principles of Manunggaling Kawula Lan Gusti might judge the success of his business not only in terms of financial gain, but also by the extent to which the business reflects honesty, generosity and blessings in relationships with God and society.

For example, a merchant who understands the concept of Manunggaling Kawula Lan Gusti may consider that conducting business with integrity, providing honest services, and empowering local communities are aspects that support the positive meaning of profit. In this perspective, the success of a business is not only judged in terms of material gain, but also by the positive impact it makes in terms of business ethics and contribution to the welfare of society. Manunggaling Kawula Lan Gusti thus creates a cultural perspective that views profit as the result of business activities that include spiritual values, ethics and positive contributions to society. This perspective connects the meaning of profit directly to how business can be a means of practicing noble values and strengthening relationships with God and others.

Manunggaling Kawula Lan Gusti profit angle of business people towards the meaning of profit

Manunggaling Kawula Lan Gusti can be interpreted as a philosophical foundation that guides business practices with

spiritual and ethical principles. For business people who adopt this view, profit is not only seen as a financial result but also as the achievement of noble values in every aspect of operations. For example, an entrepreneur who applies the concept of *Manunggaling Kawula Lan Gusti* might judge the success of his business based on the extent to which it creates a positive impact in society and practices moral values. An example of a cultural perspective on profit can be found in the success of local businesses that support and promote traditional arts and crafts. In this context, the profitability of a business is measured not only in financial terms but also by the positive impact on cultural preservation and empowerment of local communities. Through business practices that reflect local wisdom and cultural values, profit is interpreted as a blessing that permeates and empowers the local community. A company that practices the concept of *Manunggaling Kawula Lan Gusti* may have the following principles in its profit perspective (1) Service and Honesty with principles of honesty. Businesses may see profit as the result of honest and quality service, which in turn can increase customer trust and strengthen long-term relationships. (2) Community Empowerment and contribution to the surrounding community. Companies can implement community empowerment programs, such as skills training or providing business opportunities to local communities. Profit is interpreted as a tool to empower communities and improve mutual welfare. (3) Environmental Conservation and Sustainability: Businesses integrate sustainable environmental principles in their operations. Profit is measured not in financial terms, but also in terms of the company's positive impact on the environment. For example, using environmentally friendly raw materials or supporting reforestation programs. (4) High Business Ethics: Businesses are committed to conducting business practices with high ethics, avoiding harmful practices, such as corruption or exploitation. Profit is linked to moral business practices and supports justice.

Manunggaling Kawula Lan Gusti profit angle subjective interpretation of the meaning of profit

In terms of subjective interpretation, the meaning of profit may vary depending on each individual's personal experiences and values. A consumer who values traditional values and local wisdom may see profit as an indicator of a successful business that enriches the surrounding culture and environment. In contrast, an individual who considers authenticity and sustainability in business may see profit as the result of environmentally and socially friendly business practices. (1) Personal Wellbeing: A business person who interprets profit subjectively through the lens of *Manunggaling Kawula Lan Gusti* may see it as a reflection of deeper personal well-being. Business success becomes a means to achieve inner peace, self-satisfaction, and a sense of accomplishment in bringing blessings to oneself. (2) Cultural and Spiritual Contribution: Individuals who value cultural and spiritual values may interpret profit as the result of business efforts that support and preserve cultural heritage and spiritual values. Businesses that contribute positively to local culture and society can be a source of happiness and deep meaning for business owners. (3) Community Empowerment: Through the lens of subjective interpretation, profit can be seen as a tool to empower the

surrounding community. Businesses that create jobs, provide training, or support small businesses are considered to carry more meaning than just numbers in a financial statement. Strengthening Relationships: Profit can be interpreted as the result of a business building strong relationships with customers, employees and business partners. Business success is understood as a consequence of close, mutually beneficial and respectful relationships. With this approach, the subjective interpretation of profit in the context of *Manunggaling Kawula Lan Gusti* reflects a deeper meaning, beyond the purely financial aspect. Profit becomes more than just numbers, but also encompasses values, relationships and positive contributions that provide personal meaning to the individual or business owner.

CONCLUSION

Manunggaling Kawula Lan Gusti exerts a profound and transformative influence on the comprehension of profit, intertwining cultural perspectives, the stance of business entities, and subjective interpretations. From a cultural standpoint, *Manunggaling Kawula Lan Gusti* lays the groundwork for a philosophical framework that intricately connects spiritual and ethical values to the evaluation of business success. In this paradigm, profit transcends mere financial metrics; it is gauged by the positive societal and environmental impacts a business generates, as well as the extent to which it embodies noble values. The cultural perspective underpinned by *Manunggaling Kawula Lan Gusti* delineates profit as a measure of the holistic contribution a business makes to society and the environment. It mandates an assessment that encompasses not only economic gains but also the cultivation of a positive societal and ecological footprint. Profitability, in this context, is inseparable from the ethical and spiritual principles guiding the business. From the viewpoint of business actors, *Manunggaling Kawula Lan Gusti* serves as a guiding light, directing business practices with a profound emphasis on spiritual and ethical principles.

Profit, within this framework, is not a solitary pursuit of financial gain; instead, it is the outcome of business practices rooted in service and honesty, community empowerment, environmental conservation, and high business ethics. Businesses, therefore, metamorphose into conduits for the application of noble values, fostering relationships not only with stakeholders but also with a higher spiritual entity. Moreover, the subjective interpretation of profit varies across individuals based on personal experiences and values. Profit, from this standpoint, is a multifaceted concept, reflecting personal well-being, cultural and spiritual contributions, community empowerment, and the nurturing of socially and emotionally enriching relationships. Each individual's unique background and worldview shape their interpretation of profit, rendering it a deeply personal and subjective construct. In essence, *Manunggaling Kawula Lan Gusti*'s impact on the understanding of profit is profound and far-reaching. It not only redefines profit within a cultural context but also shapes business practices and provides a lens through which individuals subjectively interpret and derive meaning from

their financial outcomes. This holistic integration of cultural, business, and subjective perspectives elucidates the intricate interplay of values in shaping the understanding of profit.

The implications drawn from this study underscore the significance of delving deeper into research endeavors aimed at understanding how the concept of Manunggaling Kawula Lan Gusti can be seamlessly integrated into the realm of modern and globalized business. As the business landscape continues to evolve, it becomes imperative to explore the adaptability and applicability of this cultural philosophy within contemporary frameworks. Expanding the scope of research in this direction would provide invaluable insights into the feasibility and potential challenges associated with incorporating Manunggaling Kawula Lan Gusti principles into modern business practices. Moreover, future research endeavors could extend their focus to investigate the perceptions of the general public regarding businesses that actively embrace Manunggaling Kawula Lan Gusti values. Understanding the broader societal reception of such businesses would shed light on the extent to which this concept resonates with contemporary values and whether it holds the potential to serve as a relevant and sustainable model in the dynamic and diverse landscape of the modern business world. Exploring public perceptions could provide a nuanced understanding of the social impact and acceptance of businesses grounded in Manunggaling Kawula Lan Gusti principles.

Practically, the findings from this research offer actionable insights for businesses aiming to cultivate more sustainable, ethical, and spiritually-oriented models. By drawing inspiration from the principles of Manunggaling Kawula Lan Gusti, businesses can transcend conventional profit-centric approaches and strive to make a positive impact not only in financial terms but also through meaningful contributions to society and environmental sustainability. The practical implications extend to the development of business strategies that prioritize service and honesty, community empowerment, environmental conservation, and high ethical standards, thereby fostering a harmonious integration of cultural values into contemporary business practices. In essence, this research goes beyond merely deepening our understanding of the concept of Manunggaling Kawula Lan Gusti and the nuanced meaning of profit. It offers a practical roadmap for business practitioners, academics, and the broader public to collaboratively engage in the construction of sustainable and meaningful businesses. The insights derived from this study lay the groundwork for a paradigm shift towards a business ethos that not only prioritizes financial success but also embraces cultural, ethical, and spiritual dimensions, contributing to a more holistic and responsible approach to contemporary commerce.

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Conflict of Interest Statement: The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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TABLE 1 / List of Research Informants

No	Name	Description
1	Bapak Bimosantoso	Religious souvenir seller 1
2	Ibu Siti Agustina	Religious souvenir seller 2
3	Bapak Agus	Food vendor 1

Table 2 / Domain Analysis Profit

No	Analysis	Domain
1	Tolerance	Tepo Seliro (Tolerance)
2	Silahturahmi	
3	Solidarity	
4	Item condition information	Honesty
5	Harga yang wajar	
6	Sodaqoh	Generous
7	Grateful	
8	Needs fulfilled	Profit is a blessing