

## TABLE OF CONTENT

<b>COVER</b> .....	<b>ii</b>
<b>INSIDE COVER</b> .....	<b>iii</b>
<b>INDONESIAN ABSTRAK</b> .....	<b>iv</b>
<b>ENGLISH ABSTRACT</b> .....	<b>iv</b>
<b>CERTIFICATION</b> .....	<b>v</b>
<b>LETTER OF DEAN</b> .....	<b>vi</b>
<b>DECISION OF TEAM</b> .....	<b>vii</b>
<b>DECLARATION</b> .....	<b>viii</b>
<b>MOTTO</b> .....	<b>x</b>
<b>ACKNOWLEDGEMENT</b> .....	<b>xi</b>
<b>DEDICATION</b> .....	<b>xiii</b>
<b>TABLE OF CONTENT</b> .....	<b>xiv</b>
<b>CHAPTER I</b> .....	<b>1</b>
<b>A. BACKGROUND OF RESEARCH</b> .....	<b>1</b>
<b>B. PROBLEM FORMULATION</b> .....	<b>5</b>
<b>C. RESEARCH PURPOSES</b> .....	<b>5</b>
<b>D. USABILITY RESEARCH</b> .....	<b>5</b>
1. Theory Usability.....	5
2. Practical Usability .....	6
<b>CHAPTER II</b> .....	<b>7</b>
<b>A. LITERATURE REVIEW</b> .....	<b>7</b>
<b>B. THE THEORETICAL BASIS</b> .....	<b>9</b>
1. Business Concept.....	9
2. Multi Level Marketing.....	16
3. Islamic Business Ethics.....	30

<b>CHAPTER III .....</b>	<b>36</b>
A. RESEARCH METHODS .....	36
1. <u>Types of Research</u> .....	36
2. <u>Data Sources</u> .....	36
3. <u>Instrument And Data Collection Techniques</u> .....	37
4. <u>Analysis Data Technique</u> .....	42
 <b>CHAPTER IV.....</b>	<b>44</b>
A. GENERAL OVERVIEW OF THE COMPANY .....	44
1. <u>The History of The Founding of Paytren</u> .....	44
2. <u>Company’s Vision dan Mision</u> .....	46
3. <u>Logo of Paytren</u> .....	48
4. <u>The philosophy of Treni</u> .....	49
5. <u>Management of Company</u> .....	50
6. <u>Business Products of Treni</u> .....	51
B. BUSINESS SYSTEM BASED ON MULTI LEVEL MARKETING AT PT. VERITRA SENTOSA INTERNATIONAL.....	54
1. <u>Partnership System in The Company</u> .....	54
2. <u>The Commisions, The Bonus and its Distribution</u> .....	60
C. BUSINESS SYSTEM BASED ON MULTI LEVEL MARKETING AT PT. VERITA SENTOSA INTERNATIONAL IN ISLAMIC BUSINESS ETHICS PERSPECTIVE.....	67
 CHAPTER V.....	79
CLOSING .....	79
A. <u>CONCLUSION</u> .....	79
B. <u>ADVICES</u> .....	79
<b>BIBLIOGRAPHY .....</b>	<b>81</b>