

Conference Paper

Analysis of Syariahpreneurship Character Strengthening Strategy at Nahdlatul Ulum Soreang Islamic Boarding School (Pesantren) Maros District

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Abstract.

Islamic financial institutions in Indonesia have experienced very rapid development and progress in the last decade. This development has occurred in almost all Islamic financial institutions, such as Islamic banking, Islamic insurance, Islamic capital markets, Islamic mutual funds, Islamic bonds, Islamic pawnshops, and Baitul Mal wa Tamwil (BMT). This condition is certainly an opportunity and a challenge that all educational institutions must be able to capture and respond positively to, including educational institutions with Indonesian characteristics called pesantren. Strengthening the character of Syariahpreneurship is an urgent strategy to get attention in a pesantren Islamic educational institution. With a very large population of pesantren in Indonesia, when the students get the strengthening of the Syariah-preneurship character, they will certainly be more prepared to be able to take part to contribute to the existing dynamics and religious feel. The role of this pesantren is also very large and important in preparing students to be able to exist in their daily lives both within the pesantren and later when interacting in the environment outside the pesantren after completion. The students who live in pesantren are always interacting, communicating, and in contact with all the internal pesantren communities. Automatically strengthening the character of syariahpreneurship, which has been running and in process, of course, can be held captive with the naked eye. The strategy to strengthen the syariahpreneurship character for students is certainly something that must be known, especially for the internal managers of Islamic boarding schools and society in general. Based on the reason that there is no scientifically concrete data regarding the analysis of strategies to strengthen the character of syariahpreneurship in pesantren, this is what makes researchers interested in researching this phenomenon. The purpose of this study was to analyze strategies to strengthen the character of syariahpreneurship students at the Nahdlatul Ulum Soreang pesantren, Maros Regency. This research is a qualitative research using a phenomenological approach. Data were collected through observation, interviews, and documentation. Data were analyzed using categorization.

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1. Introduction

In the view of the Ministry of National Education, entrepreneurship is an attitude, soul and ability to create something new, very valuable and useful both for oneself and for others. Entrepreneurship is a mental attitude and soul that is always active and creative, empowered, creates, works and tries in order to increase the income from its business activities. The Entrepreneur is defined as a skilled person taking advantage of opportunities in developing his business to achieve life achievements [1]

Based on data from the Directorate General of Population and Civil Registration (Dukcapil) of the Ministry of Home Affairs, the total population of Indonesia is 272.23 million in June 2021. Of this number, 236.53 million people (86.88%) are Muslims. This means that the majority of Indonesia's population is Muslim. As many as 20.4 million people (7.49%) of Indonesia's population embrace Christianity. Then, there are 8.42 million people (3.09%) of Indonesia's population who are Catholics. Indonesia's population who are Hindus is 4.67 million or 1.71%. The population of Indonesia who are Buddhists is 2.04 million people or 0.75%. Furthermore, as many as 73.02 thousand people (0.03%) of Indonesia's population are Confucianists. There are also 102.51 thousand people (0.04%) of Indonesia's population who adhere to religious beliefs [2]

From the data submitted in December 2022 and June 2021, it shows how much potential the Islamic Ummah has in particular for economic development. With a total of approximately 236.53 million Muslims in Indonesia, it is a resource that must be able to be utilized as well as a very potential opportunity for Islamic economic development. Islamic values should be important in the development of the national economy. Economic development based on Islamic values and principles has become an urgent need for Indonesian society, especially Muslims. To arrive at this very noble and strategic goal, of course, cannot be separated from the existence of Islamic boarding schools [3]

Referring to some data that Islamic financial institutions/institutions in Indonesia have experienced very rapid development and progress in the last decade [4] This development occurred in almost all Islamic financial institutions, such as Islamic banking, Islamic insurance, Islamic capital markets, Islamic mutual funds, Islamic bonds, Islamic pawnshops and Baitul Mal wa Tamwil (BMT) [5] Similar progress has also been made in the real sector, such as Sharia Hotels, Syariah Multi Level Marketing, and so on. Based on August 2020 sharia banking statistics released by the Financial Services Authority (OJK). There are 14 Sharia Banks, Sharia Business Units or Conventional Banks with 20 Sharia business units and 162 Sharia People's Financing Banks (BPRS).[6]

Entrepreneurship according to Islamic teachings assumes that an individual is a religious person, where that person applies or practices what he has learned and knows. Apart from practicing what is learned, a religious person is a person who is *ihsan* and relies only on the almighty, making his duties as worship and then becoming a responsible leader [7] There are 8 principles of entrepreneurship in Islam, namely first, entrepreneurship is an integral part of the Islamic religion and in it there is no separation between business and religion. Second, Muslim entrepreneurs are “*khalifah*” and are responsible for increasing welfare and see business as part of worship. Third, the motivation to achieve business success in Islam is not only measured by the final result, but views the business process as a more important part. Fourth, business activity is part of worship or “good deeds”. Fifth, Islam encourages its people to run a business. Sixth, making the Al-Qur’an and Al-Hadith as a guide in determining entrepreneurial principles. Seventh, the principle of entrepreneurship in Islam is in the realm of the Islamic economic system. Eighth, the entrepreneurial ethics formed is the exemplary behavior of the Prophet Muhammad SAW, namely as a Muslim entrepreneur or Muslim woman must seek the blessings of Allah SWT above all other factors. The thing that needs to be considered for Muslim entrepreneurs is that when running a business it is not solely for profit, but to fulfill *fardhu kifayah* [8]

Pesantren as one of the Islamic educational institutions with their strengths and potentials should be able to capture signals of the dynamics of the Islamic economy outside by making learning breakthroughs that present strong character strengthening and a strong sharia entrepreneurial spirit/syariahpreneurship in their students [9] This condition, in time, after completing their studies at Islamic boarding schools, the students are not only able to find work, but also with the capital and competence/life skills obtained from their education so far they are able to entrepreneurship to open sharia-based businesses/businesses [10] Besides that, while still in the pesantren, strengthening the syariahpreneursif character also of course has implications for the behavior of *santri* in their daily life with all internal and external communities of the pesantren. So strengthening the syariahpreneursif character for students in Islamic boarding schools cannot be separated from what it is like and how they behave. Of course, it is necessary to know the implications of strengthening the syariah-preneursive character on the daily behavior patterns of students in pesantren. So far, not much has been specifically researched in this regard [11]

Business practice activities in the view of Islam are required to be carried out ethically. This form of ethics must not conflict with the sources of Islamic teachings. So, in principle, in Islamic business ethics there is a principle that becomes a business reference, namely

balance (equilibrium). The purpose of this balance is the balance of the orientation of life in the world and the hereafter, therefore, the existence of this balance is manifested in several forms in the principles of Islamic business ethics, such as the presence of elements of justice (adl), free will, responsibility, and truth (9).

Based on the presentation of the data that has been submitted, it is interesting to see scientifically how the Nahdlatul Ulum pesantren is related to strengthening the syariahpreneurship character. The interesting side is of course highlighted from the implications of learning to instill the character of syariahpreneurship in the internal pesantren community, especially the students who have been fostered so far. Therefore, it is necessary to conduct research to obtain valid data, facts and information regarding the implications arising from strengthening the character of syariahpreneurship in relation to the daily behavior of students in Islamic boarding schools.

2. Research Methods

This research includes qualitative research [12] Judging from the descriptions, explanations and reports on the phenomena to be discussed, this research uses a phenomenological approach. In capturing and presenting data is done inductively through interviews, observation, documentation. Data were analyzed by categorization [13].

3. Result and Discuccion

Islamic Boarding School as one of the Islamic Education Institutions. pesantren have special features when compared to other educational institutions. Pesantren combine the curriculum of the ministry of cultural education, the ministry of religion and also the pesantren curriculum. pesantren with their respective curricula are also very respectful of the local/local wisdom of the environment where the pesantren is located. pesantren by accommodating local wisdom as their curriculum content characterize them from one pesantren to another. Mondok is also an inherent feature of Islamic boarding schools. The accumulation of all the characters/characteristics that exist in pesantren and perhaps many others shows that pesantren are very capable and in principle that is where the real strengths of pesantren are with other educational institutions, especially in instilling character in students.

Santri in pesantren with boarding school means that approximately 24 hours of the learning process takes place in pesantren. The schedule and rules of pesantren rules become a valid reference for all students in acting and behaving. The communication

interaction space between students, coaches, tutors and managers internally runs simultaneously, continuously, coordinated automatically. The facilities and space for cultivating character are far more wide open with a long duration of time with the intensity of interaction among the pesantren civitas. systemic control and supervision from the coach at all times keeps the students' attitude and behavior maintained. The integral and integrated character of the santri runs naturally but is protected from negative environmental influences outside the pesantren. One form of integration that runs in pesantren is the concept of understanding the Islamic religion. pesantren instill the character of thinking towards Islamic concepts in an integrated and integrated manner. One concrete example of intense character cultivation that runs simultaneously and continuously in Pesantren is strengthening the character of the concept of thinking that the concept of Islamic teachings there is no separation between business and religion.

The character of the santri is built on the awareness of the concept that Islamic teachings, especially in business, trade and or doing business, cannot be separated from religion. Doing business or trading is a profession that must maintain its glory because the role and function of its existence is very helpful in relation to the process of distributing needs. Business of all kinds is noble as long as religious values are present in the process. Even more than that, Islamic teachings are far more comprehensive in managing business, not only in the process, but most importantly and foremost is how someone is in trading. Santri are instilled that doing business/trading of any type and form must be within the framework of amaliah/worship of Allah SWT. So trading/doing business is not just for profit, but it is far more important and noble if the business activities carried out are ensured that they are maintained and protected from things that are contrary to Islamic values. So in principle, students who later work as businessmen have a responsibility to always present a business that does not deny religious values in it [14]

Responsible character is one of the important characters that is always instilled in the learning process in Pesantren. Santri in every task and mandate given both in learning activities in class and other pesantren activities are always encouraged by the coach, ustad/ustazah including leaders in the pesantren. Participation in various internal activities of the pesantrenis one of the ways in which the Islamic boarding school encourages students to practice responsibility. Daily life outside the classroom, for example in the dormitory, is also instilled with a shared responsibility to always look after each other, maintain order and security and cleanliness of each dormitory, so is order in the classroom. Cleanliness always gets strict supervision from teachers who

teach in every subject taught. going on. The values of cleanliness, for example, are always reminded by students that it is part of faith. The temperature quality of one's faith can be seen through the behavior and attitude of cleaning in daily life. Santri are accustomed to being responsible for whatever roles, functions and mandates are assigned to them while at the pesantren.

The pesantren feel that the responsible character that is instilled in the students is not only needed at the pesantren. Santri are accustomed to the behavior and decisions they make to bring a high sense of responsibility. The pesantren hopes that awareness of this responsibility will give birth to maximization and optimization of the mandates imposed on the students while they exist in the Islamic boarding school. The spaces for developing awareness of responsibility are systematically arranged and provide choices as well as equal opportunities for all students to be able to take this opportunity. In maintaining the consistency of continuing efforts to strengthen responsible character among the santri, the pesantren presents punishment and reward institutions. Punishment. Punishment is a sanction or punishment that is present when the santri towards the mandate that is imposed on him is not carried out according to what he should. While the reward is an award from the pesantren which is given to students who are able to carry out their responsibilities towards the mandate imposed on them. Punishment and rewards given have references that have been determined by the pesantren. This, of course, can also be accessed easily by every santri so that thus the attitude and behavior of the santri always presents a great sense of responsibility for whatever trust is given to him by the pesantren. In addition, when he has finished his education at the Islamic boarding school and has left the hut and is active in the community, especially those who want to do business, it is hoped that this sense of responsibility will still be present in him. The Islamic boarding school hopes that its graduating students who have a high sense of responsibility when doing business and trading will also be consistent in maintaining and maintaining this sense of responsibility. Doing business with a sense of responsibility to the community/society is still put forward that business is part of the dedication to Allah SWT. So business success is not only worldly because there are many profits, but it is also very important that the business being done is part of worship to Allah SWT.

Success and learning achievement are goals and expectations that are always instilled in students. Success and academic achievement can be a locomotive that moves all pesantren residents to support each other and participate in participatory collaboration. The many successes and learning achievements achieved by the santri certainly make their boarding house proud in the eyes of the community. The successes

and achievements achieved will be free advertising that promotes free cottages in the eyes of the public at large. If the continued success and achievements of the santri occur, then it may become a trigger and attraction for the community to bring their sons and daughters to study at the Nahdlatul Ulum Pesantren. For this purpose, the pesantren emphasizes the business process as a more important part in addition to continuing to instill an attitude of consistency among students in achieving success and achievements both outside and inside the boarding school and continuously motivating students to achieve it [15]

The motivation that the pesantren does not stop giving to students has a great influence on the thoughts and awareness of the hearts of the students. Consistency in motivating students to achieve as much and as high as possible is a part of personality change not only when students are still studying at their Islamic boarding schools, but more than that it is also highly expected later when they have continued their studies to a higher level. In fact, until the time comes for students to carry out business activities, for example, they will certainly have a big influence on the business they are doing. The integration of the spirit of achievement, success as an attitude of a pre-employee with an understanding of the concept that business is worship will certainly give birth to the character of Islamic pre-employment sharia. This is the long-term hope of the pesantren to always strive to provide consistent motivation for achievement and success to their students.

Consistent motivation for achievement and success as well as the implementation of business activities / pre-employment sharia are continuously carried out by the pesantren [16] The pesantren foundation with various business units that are carried out and presented in the pesantren environment is one of the planned and systematic steps for a bigger and more useful goal. Unique business units such as mini markets, canteens, cafes, laundry, cooperatives, hold badminton, futsal courts, and others are not only presented for the sole purpose of making a profit. However, it is also presented to provide services for students with the Halal Toyiban guarantee. Products sold that come from outside or are produced by these business units themselves, such as bread, cold and hot drinks, of course the management is very careful in terms of using ingredients or ingredients that can be disturbing and dangerous to the health of the students [16]

Monitoring and evaluation of the cottage on the business processes of existing business units is routinely carried out. This is done to ensure that the resulting product can support the realization of health for students and this is very important and primary for the learning process at the pesantren. Apart from that, the unique business unit of the pondok also provides the best service for the families of the santri who visit to visit

their children at the pondok. On average, the students in Islamic boarding schools are far away from their homes. This is thought by the pesantren to have a space where to meet and chat, so a cafe is prepared that provides cold and hot drinks as well as snacks such as bread and others so that there is comfort when meeting their children even though the meeting time is short but because the place is comfortable it will be provide a good atmosphere for them. In addition to this intention, what is far more urgent is that the business units of this foundation also function as students' practice laboratories. every time the students passing by transact in the business unit, they can see firsthand how the management and management of the business units is running and being carried out. At the same time, individually or collectively, students can see with their eyes how the laundry process works, how all kinds of bread are made, how cold and hot drinks are prepared until they can enjoy it. How is the transaction mechanism in the mini market, how is the business process in the cooperative everything can be observed directly by the students. This situation is actually very good in supporting the formation of syariah preunership character for students. santri can independently access the unique business unit process as part of the preunership sharia business/business laboratory process in their pesantren internally in plain view and at any time.

Teachers, coaches in learning activities at the cottage encourage and instill the character of the independence of the students. The inculcation of this independent character was carried out by the pesantren since the first time the students set foot in the Islamic boarding school. From an early age, the pesantren instilled independence because of the habit of living with their family so far, of course the situation would change drastically where they had to take care of themselves at the boarding school. Starting from waking up to sleeping again, the students themselves take care of themselves independently. Of course, this habituation is not only expected to have an impact when they are in the pesantren, but more than that later the students who have finished this spirit and character of independence are carried over into their lives in society. In time for students who have graduated from business activities, of course this character of independence is very important in a preunership. Armed with a good understanding of religion while studying at the pesantren and the character of independence that has always been instilled in them, it is hoped that later they will become reliable syariahpreneurs. They are able to collaborate on business on the one hand and the whole religious concept on the other hand into a business mix that they are involved in by prioritizing business principles that have the nuances of the Qur'an and the sunnahs of the Prophet.

Emphasizing the students to make the Al-Qur'an and Al-Hadith as a way of life. In the process at the Islamic boarding school, it is undeniable that learning activities/processes, teaching materials, instilling akhlakul karimah cannot be separated from the values of the Koran and the hadith of the Prophet. These two things are the main reference for what is the vision, mission, program and learning objectives in this pesantren. A comprehensive understanding of the Qur'an and the Prophet's hadith is a very valuable pearl for the preparation of the students' journey to enter the stages of their future. As a way of life, it is proper for students to study the Qur'an and the sunnah of the Prophet as deeply as possible while at the pesantren. Tahfiz institutions, book studies and other development units related to the Qur'an and the Prophet's hadith are the main concern of the pesantren. All strategies towards making santri as quranic students are carried out and pursued optimally by the pesantren. If students have a good understanding of the values contained in the Qur'an and the hadith of the Prophet, then of course there is great hope that they will be able to implement them in their daily lives in the future. For example, students understand well how the Koran and the Prophet's hadith explain about doing business and or shariapreneurship, of course this is also a great hope that in the future it can be implemented when they carry out business activities, meaning they are able to determine and implement the principles of shariapreneurship properly.

The pesantren is very concerned about providing opportunities for students to increase their knowledge and skills related to entrepreneurship/business. Internally, the pesantren curriculum also includes entrepreneurship subjects. Santri have been invested with knowledge and skills from an early age to be ready to later live in society armed with entrepreneurial/business knowledge and skills while studying at Islamic boarding schools. The pesantren is fully aware that after completing their studies at the pesantren, they will directly or indirectly lead a life with the business activities they can do. Learning activities with entrepreneurship subjects are more directed to a project based learning approach. The students with PjBL learning practice and try to produce something as a team in groups so that every lesson there is always a product produced. This was instilled from an early age in skilled and accustomed santri boarding schools to produce something from the learning process. Likewise with other subjects with the PjBL approach, it will strengthen and at the same time prepare students to practice a lot and from these exercises and skills they will become social capital to be able to do business after completing their studies at the pesantren.

The pesantren is also very responsive in involving students in various training activities, seminars, workshops, study tours to companies, malls, broadcasting and printing institutions. The pesantren realizes that students must also have access to information

about the dynamics of the business world outside their pesantren. This is addressed with certain related subject programs besides loading students with theory as well as practice, sometimes studies are also carried out to economic institutions outside the pesantren in a planned and programmed manner every semester. Another thing that was done in naming the character of business/shariah preunership to students was to carry out internal cottage training by inviting sharia-based business practitioners to share knowledge and experience regarding the profession they are in. The presence of these teaching practitioners is a breakthrough to instill the character of preunership sharia in students. From the activities of teaching/training practitioners in pesantren with the diversity of professions or sharia business activities they carry out, the pesantren hopes to further strengthen the character of awareness of concepts and skills for students.

Another strategy adopted by the pesantren in instilling the character of the pre-employee sharia business in students is through literacy studies on the moral example of the Prophet Muhammad throughout his life related to business/trade activities. Santri are assigned through related subjects to carry out literature and literacy studies in groups both offline and online manual literature. Learning projects like this will have an impact on the knowledge and personality of the students related to the exemplary morality of the Prophet Muhammad in doing business. Santri will find awareness that is carried out through a joint and collaborative process both with their internal groups and with other groups Complementing each other's series of morals of the Prophet Muhammad in doing business. This is certainly expected by the pesantren to emerge the characters of honesty, patience, togetherness and other attitudes and behavior as well as the morals of the Prophet Muhammad in doing business which are then able to inspire and internalize the students so they can apply them. Both when students are still studying at their boarding school and when they have left their boarding school and are doing business/business activities. From this it is hoped that the values of the Prophet Muhammad's moral exemplary in doing business obtained through the learning process during the students at the pesantren will be able to be implemented and carried out when they later undertake business ventures. Business ventures carried out by graduating students do not ignore the principles of preunership sharia by prioritizing doing business and worship together. Not only looking for profit, but also looking for blessings because sharia principles are present in any business activity that is carried out.

The pesantren also encourages the realization of the character of syariahpreunership in students by learning stories from the Prophet's close family and the success of

his friends, Muslim entrepreneurs in the business/trading profession. The pesantren, through the internal learning activities of the pesantren, also pays great attention to these methods and strategies. Broad insight into business success by prioritizing the principles of trading/doing business that are syar'i from their friends, Muslim entrepreneurs are well aware that this will definitely have an impact on the formation of the character of Islamic business. There are so many stories of people who are successful in doing business because they are literate in the history of life's journey from zero to becoming successful businessmen. This is what the santri hope to be inspired by the life stories of successful businessmen both from the Prophet's relatives, his companions and from successful Muslim sword traders who are not only successful because their business is progressing and developing but also successful in presenting the principle or akhlakul karimah in trading with keep and maintain it.

From various aspects and sides that have been carried out by the pesantren in instilling a business/trade character by prioritizing showing optimal efforts and endeavors. These efforts and endeavors are part of the responsibility of the pesantren in carrying out learning, especially instilling entrepreneurship-based sharia characters for students. Santri are not only expected to be successful in their learning achievements but more than that and it is also very urgent to present the character of entrepreneurship sharia as a provision for future students to be ready to face their real life in society. Students are prepared conceptually, mentally and with character skills to not be awkward in doing business in the future after completing their education at their boarding school. With the character of syariah pre-employment internalized within the students, it is hoped that in the future there will be entrepreneurs who have a reliable basis of sharia-preneurship from Islamic genesis originating from hundreds of thousands of pesantren in various parts of the country in general and specifically of course also from the Nahdlatul Ulum Soreang Pesantren. Maros.

4. Conclusion

Strategies to strengthen the character of syariahpreneurship are institutionalized in a structured manner. All components of education in Islamic boarding schools become collaborative instruments that are maximized in an integrative manner. The infrastructure and human resource elements of Islamic boarding schools are arranged in a sustainable manner in order to optimally increase their capacity. The internal and external environment of the pesantren, both physically and non-physically, is connected in a concrete way, its utilization becomes a supporting element. The dynamics of information

technology contributes proportionately by taking into account the side effects. The historical treasures of the exemplary moral values of the Prophet Muhammad and his friends and Muslims in doing business become complementary literacy through the learning process.

Acknowledgments

The scope of this research is limited to one Islamic education institution/Islamic boarding school. In addition, the aspects examined are only limited to the implementation of the strategy concept, so it is necessary to be linked to various aspects so that this research is more complete and comprehensive. convince the respondent/informant that in addition to the quantity and differentiation it is also worth further consideration.

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