

SOCIAL RESPONSIBILITY ON ISLAMIC SPIRITUAL ENTREPRENEURS FOR BLESSINGS OF LIFE AND SUCCESSFUL ENTREPRENEURSHIP

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Abstract

The entrepreneurial dimension is not low, it is even a strong attraction in the world of work and good character must always be built for everyone who wants to be successful in life. The concept that should be owned by Muslim entrepreneurs is called Islamic spiritual entrepreneurs, and the concept must be realized with life attitudes, one of which is social responsibility. This paper aims to examine the terminology of Islamic spiritual entrepreneurs and social responsibility through a literature approach. Social responsibility as a manifestation of the spiritual attitude of entrepreneurs offered in this paper can be the key to a person's success in entrepreneurship and achieving blessings in his life. Through this attitude, the entrepreneur's personal branding and personal reputation can be realized so that he will become a money magnet because of the strong trust he has.

Keywords: Entrepreneur, Spiritual, Social Responsibility

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Introduction

In this sophisticated era of the current state-of-the-art technology, the development of entrepreneurship is very rapid, especially in cyberspace. The latest BPS economic census (BPS, 2016) stated that there was an increase of 1.43% of entrepreneurs in Indonesia to 3.10% of the total 225 million Indonesian population. That is, most people are now thinking hard to create an idea to make more money apart from relying on formal jobs in the office or country. Entrepreneurship is an activity that can be done by anyone with the provision of motivation, creativity, and innovation. Entrepreneurship is not an innate talent from birth, but is a characteristic of a person's willingness to realize his innovative ideas into new products, opportunities, and markets.

The element that must be built in an entrepreneur is a good character. Muslim entrepreneurs are obliged to implement the teachings of Islamic values in entrepreneurship and everyday life. From Safwan's perspective (Safwan et al., 2021) the dimension of character is very urgent in the Islamic perspective because Islam teaches business not on results, but prioritizes good and lawful processes. Business activities in Islam are part of worship to Allah SWT (Winbaktianur et al., 2020) therefore, characters that are by the Qur'an and Hadith must be owned by every entrepreneur. If entrepreneurs ignore ethics and are oriented only to wealth, then greed and destruction will come because they are no longer trusted by clients.

Syakir and Hermawan stated that there are two characteristics of young entrepreneurs in marketing, namely spiritual and ethical. Spirituality that must be possessed is the unidirectional attitude taught by Islamic law. Marketers should implement Islamic law and make it a guide for all their activities. Then the ethics used are of course Islamic ethics which practice the teachings of the Qur'an and Hadith so that an Islamic work atmosphere is balanced between the world and the hereafter. Gede Prama in Nafis (Nafis, 2011), a management expert, also confirmed that the integrity and trust of business partners can be tested by seeing the company adhere to spiritual values so that it can survive and live long.

Business activity for a Muslim entrepreneur aims not only to improve the quality of his life but to carry out a more crucial goal, namely as caliph fil ardh. Muslimpreneur tries to maintain his business and is responsible for his efforts aimed at seeking the blessing of Allah.

It is known that previous studies have discussed a lot about the spiritual entrepreneur which explains the relationship between the spiritual soul of an entrepreneur and his God. That Islam as a whole teaches how to buy and sell along with the procedures and prohibitions. Imam Al-Ghazali as quoted by Buchari Alma (Alma, 2013) forbids taking more

profit. The Qur'an it is explained the prohibition of usury, and the recommendation to be more concerned with the environment.

However, no research discusses the manifestation of spirituality manifested in life which should also be a character that needs to be built by entrepreneurs so that in addition to achieving success, they also achieve the blessings of life from their business activities, one of the characters being laughed at is social responsibility. This paper will discuss the terminology paradigm of spiritual entrepreneurship and the offer of social responsibility thinking patterns based on summaries from previous researchers and writers.

Methods

This research is library research which is closely related to theoretical studies or scientific literature (Sugiono, 2017). That is the activity of collecting library data, observing, and processing research materials from literature related to research topics, such as journals/articles, books, and so on (Khilmiyah, 2016). Based on this definition, the researcher collected data from various primary and secondary literature related to the discussion of spiritual entrepreneurship and social responsibility.

Result and Discussion

Spirituality is a form of human expression that is often compared to something worldly or temporary. The reason is that this spiritual expression is perceived as higher, more complex, or more integrated into one's view of life, and more than sensory things (Nafis, 2011). There are two processes that a person goes through in religion, the first spiritual process is the growth of internal strength where there is a change in one's relationship with God, then the second is a downward vertical process characterized by increasing physical reality as a result of the first process (Hasan, 2001).

Hamzah revealed several values that are reflected when a person maximizes his spirituality in entrepreneurship, including: Siddiq (honesty), avoiding greed, empathy, and concern, task, and result-oriented. (Hamzah, 2021, p. 2). Honest character is a form of taqwa and is the key to success in entrepreneurship. Actions that are done honestly will have a good impact and get blessings from Allah. The attitude that is recommended in the next business is trust. Amanah can be interpreted as responsible for what he sells, transparent, and on time. Business partners will feel happy and put their trust in if the businessman implements an attitude of trust. On the other hand, business partners will be disappointed and stay away if

the businessman carries out a monopoly and is greedy in selling their products or services (Hafidhuddin, 2005). This is what must be considered so that entrepreneurs can get the blessings of life in addition to the profits from their hard work.

Entrepreneurship should be to worship Allah SWT. implementation will be very different from entrepreneurship just for the sake of wealth alone. This is where the spiritual entrepreneur puts forward and applies Islamic teachings in his daily life. Achieving career success in entrepreneurship, depends on the motivation you have. If the instilled motivation is strong, then the entrepreneurship that is run will not only provide benefits to oneself but to the community of course. The results obtained are not only profits from the products sold, but also the blessings of life that have been marked on the proposition "beneficial to others".

Islam teaches humans to always be active, take advantage of opportunities, and dare to take risks to improve a better life. "*Laa yughairu maa bi qaumin hatta yughairu maa bi anfusihim*" that Allah commands humans to improve their lives, benefit others, one of which can be done is by way of entrepreneurship. This path, apart from being a form of spiritual behavior, is also a learning tool that is beneficial for the wider community (Winbaktianur et al., 2020). Entrepreneurship can be a way to achieve blessings in life by practicing an honest, trustworthy attitude, not being extravagant. or waste their possessions. Entrepreneurs also need to follow spiritual guidance as taught by Islam and the Prophet Muhammad, through zakat, alms, and infaq (Saputra, 2021).

A good Muslim entrepreneur is someone who makes piety the framework of his work, worship as the main priority, prioritizes halalness, is not wasteful in the use of human resources, upholds morality, has concern for the environment, and prioritizes social welfare (Antoni, 2014). That is the ideal of an entrepreneur. He must also have a courageous attitude in taking existing risks, and be creative and innovative so that his business can survive based on the will and abilities that exist him (Kelana, 2008) and realize that the opportunity to be creative is wide open for any renewal of creativity by maximizing its potential (Fadlullah, 2011).

The essence of entrepreneurship is a means of practicing the verse "*wa ta'awunu ala al birri wa atta'ana*" helping others in fulfilling their daily lives (Hamzah, 2021). So that this principle can encourage us to have a sense of empathy, and social concern for fellow creatures. This is a manifestation of the attitude of a spiritual entrepreneur. Entrepreneurs should have good social attitudes because basically they are humans and humans are social

creatures. Social means relating to the surrounding community, embracing all levels of society from top to bottom. Then the word responsibility according to the KBBI is the state of being obliged to bear everything that accompanies it. So, social responsibility here is a pattern of thinking that pays attention to the surrounding social environment. This attention then raises a responsibility to always participate in maintaining, caring for, and avoiding any behavior that can damage it.

The entrepreneurial process is to provide services to the needs of the community. Of course, the provision of this service should be based on social responsibility, one of which is through the procurement of quality products so that it has a positive impact that can be measured through the recognition and trust of the people served (Cahyani, 2016).

The quality of the product is seen from the halalness of the product or service being sold, this is important to prioritize so that Muslims are kept away from the prohibition of Islamic teachings. The producer must be responsible for ensuring the quality of the goods he sells and the correctness of the advertisements posted (Anas, 2008). The existence of this principle of responsibility is a form of *hablum minannaas* that cannot be separated from an entrepreneur. When this principle is adhered to closely, entrepreneurs will have a lot of trust from others, because trust is not something that exists by itself and disappears by itself, but rather an association between several binding ropes. Trust is born on the success of entrepreneurship in forming a good personal reputation and personal branding as taught by the Prophet Muhammad SAW (Fauzia, 2013). The form of social responsibility to consumers is also realized by avoiding usury behavior and forms of buying and selling which are prohibited in Islam.

In addition to responsibilities with fellow living beings, there are responsibilities with the surrounding environment. Entrepreneurial activity certainly cannot be separated from the natural environment that he occupies, which sometimes results in the addition of garbage or waste, disturbing the community due to noise, and so on. So other forms of social responsibility can be reflected through participation in protecting the natural surroundings, not destroying nature as a foothold in life, and also helping our underprivileged brothers and sisters.

Muslim entrepreneurship is an interesting profession. This is because he dared to enter the business world, and worked hard to achieve the hope to be saved from poverty/surrender (Winbaktianur et al., 2020). The purpose of entrepreneurship is to seek profit, but it will not be good if the profit is targeted. too high from the market. Muslimpreneur should take and

enjoy the results of his efforts wisely because Allah does not like excessive people. In the context of entrepreneurship, several attitudes must be avoided, including excessive attitudes in taking too much profit, wasting resources, and being in too much debt. And also pay attention to the social environment (social responsibility).

The success factor of entrepreneurs according to Suryana (Suryana, 2017) depends on one's own attitude, whereas entrepreneurs who have a strong will and determination are faster to succeed than entrepreneurs who are able but have no will. Those who have bright ideas in innovation but are not accompanied by hard work will also be in vain. Furthermore, between opportunities and opportunities must always be utilized by entrepreneurs. Opportunities are open for those who are looking for solutions to create a business opportunity. That is, opportunities must be sought and created themselves.

In addition to success, several factors cause entrepreneurship failure which should be avoided, including weak managerial skills so that management efforts are not organized, lack of experience and financial control, inadequate location, and an attitude that is not serious about doing business which then results in instability. and failure.

Social responsibility is a pattern of thought and character that should be owned by every entrepreneur who wants success not only in this world but also in the hereafter. The pattern of thinking that refers to profit or profit only should be changed by adding awareness and social responsibility. An attitude of life that refers to profit alone will cause the attitude to continue to feel thirsty and lacking for what he receives so that the possibility of doing anything as long as he is rich can happen. In contrast to the entrepreneur who has a capable spirituality, he will realize that no matter how much sustenance God has given him for the results of his hard work, it is a blessing for which he should be grateful. Besides that, he is also aware that in some cases there are other people's rights who are less able and must be distributed. This is where the blessings of life are sought.

Conclusion

A spiritual entrepreneur is an entrepreneurial model that always puts forward his spiritual character in carrying out his entrepreneurial life. One of the manifestations of spiritual entrepreneurship is social responsibility which is an attitude of always participating in matters relating to society. The manifestation of this attitude is being responsible to the community and being responsible for nature by maintaining and preserving it. Someone who has an attitude of social responsibility as a spiritual entrepreneur can achieve success in

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entrepreneurship because he balances obligations, needs, and goals both in this world and for the hereafter. In addition, it can also be realized in entrepreneurs in the form of personal branding and personal reputation that will become a money magnet because the trust they have is strong.

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