



## DEVELOPMENT OF THE STUDENTS' ENTREPRENEURSHIP IN BUILDING A CREATIVE ECONOMY

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### Abstract

*Pondok Pesantren* (Islamic Boarding School) is one of the non-formal education which was founded by ulama figures (kyai) as a place to gain religious knowledge. Currently, Islamic boarding schools have undergone many changes, these changes are marked by the inclusion of formal/general education in pesantren. The purpose of this study was to determine how the strategy of the entrepreneurial spirit in the Al-Khoirot Islamic boarding school environment, Malang Regency. The method used in this study is a qualitative research based on the philosophy of postpositivism. The results of this study conclude that the strategy for developing an entrepreneurial spirit in the Al-Khoirot Islamic boarding school is by direct assistance by caregivers and head of the board to students who have the will to learn skills. To develop the creative economy in the Al-Khoirot Islamic boarding school environment, students are given the task of making various forms of different and interesting skills.

**Keywords:** Entrepreneurship, Creative Economy, Islamic Boarding School.

## INTRODUCTION

Entrepreneurship is an important aspect in every country, especially for developing countries in which the poor are still dominated by the poor, low levels of education, high unemployment rates, and rampant corruption, these are the most important factors that need serious handling. from any party, especially for the government (Gerba, 2010: 140). Entrepreneurship can be used as a way out to minimize all obstacles to the smooth running of a country's economy.

Entrepreneurship can be done by anyone, both high and low educated, because being an entrepreneur is not seen from social status but only requires determination and courage to face future risks, but to become a professional entrepreneur it is necessary to start with technical support such as entrepreneurship training. , comparative studies to various places of business/ craftsmen so that they are motivated and have an entrepreneurial spirit (Qian, 2016: 472).

Entrepreneurship can also be used as a second step for undergraduates who are still unemployed due to not getting a job because they were not recruited by a company, with the ability to entrepreneurship can make someone stay productive (Gerba, 2010: 14). According to Garba, having an entrepreneurial spirit is very important in the midst of social life so that it can be used as a step to move the economy and open new jobs for the wider community, therefore entrepreneurship education is always applied in various educational institutions from high school to university level. (Gerba, 2010: 141).

The phenomenon that occurs at this time entrepreneurship activities are not limited to the scope of the community, but in Islamic boarding schools also contribute to opening their own businesses related to the opportunities to meet the daily needs of the students. Entrepreneurship in Islamic boarding schools can be carried out by mobilizing the power of the students to manage the businesses that have been established as has been implemented by one of the Islamic boarding schools in Malang Regency named *Pondok Pesantren Al - Khoirot* which is right in Karangsono Village, Pagelaran District.

Al-Khoirot Female Islamic Boarding School is a boarding school that has its own characteristics among other Islamic boarding schools in Pagelaran District. The students besides studying religious knowledge also learn entrepreneurship through the creativity that is available at the pesantren, so the students of the Al-Khoirot Female Islamic Boarding School are also

given the opportunity to develop the abilities (talents) of each student, especially in the field of skills,

with the availability of learning media in the form of a skill development room. known as skills) can support students to explore all their talents. The location of the Al-Khirot Islamic Boarding School is in Karangsono Village, Pagelaran District, Malang Regency. The researcher chose the Islamic boarding school because there were no previous researchers who examined the strategy of developing an entrepreneurial spirit through the creative economy in the Al-Khoirot Female Karangsono Islamic boarding school.

Creative economic activities at the Al-Khoirot Female Islamic boarding school are varied, ranging from decorating application submissions, knitting, embroidery, songket, sewing, embroidery, catering, cooperatives, publishing, and libraries. All of these activities were purely carried out by female students on the basis of the direct desire of the caregivers so that the students besides being good at religious knowledge also had skills as provisions when they left the pesantren. In every field of creative economy there is a person in charge of each to carry out every work program that has been agreed upon. Based on the explanation of the background above, the formulation of the problem in this study is 1) What is the strategy for developing the entrepreneurial spirit of students? and 2) How are the creations and innovations of students in developing the creative economy?

## **REVIEW OF LITERATURE**

### **Entrepreneurship**

An economist named Richard Cantillon explained the concept of entrepreneurship, according to him the existence of the concept is estimated to have existed since (18th century) by relating an event that had occurred in France where the French government had to bear the risk with entrepreneurs in running the economy. Likewise, England is undergoing an industrial revolution involving a number of entrepreneurs, this incident coincides with France (Darojat, 2013: 7). At this time there have been many economists who have tried to formulate the meaning contained in the term entrepreneur, until the 1950s, several definitions and references of entrepreneurs were known, which were mostly based on the thoughts of economists such as: Cantillon (1725), Jean Baptista Say (1803) French economist, Josep Schumpeter (1934), a genius economist in the 20<sup>th</sup> century (Darojat, 2013: 7).

According to Adam Smith, entrepreneurship is a person who is able to react to economic changes, then becomes an economic agent that turns demand into production (Hutalagung, 2008: 2). So, it can be concluded that entrepreneurship is a person who is able to place himself in various situations to lead to better economic change. While the notion of entrepreneurship according to Schumpeter is a person who changes the existing economic system by creating a new system by issuing new goods and services, by creating new organizational forms and implementing the system in the scope of the organization that has been established.

From this definition, it can be stated that entrepreneurship is a social activity that can be carried out by all people, both the general public and students, either individually or in groups with the aim of being able to meet some of the needs of the surrounding community and as a supporter of obtaining profits from the business they are engaged in.

An entrepreneur is someone who has the ability to innovate, knows there are opportunities to create something new by taking advantage of his ability to make something of value, and is brave in taking risks. Entrepreneurship can foster various activities that are needed by the wider community such as businesses and businesses. Entrepreneurship is also a complete organizational scope because it includes various activities, such as individual entrepreneurship, industrial entrepreneurship and social entrepreneurship (Reginald, 2014: 336).

### **Entrepreneurial Principle**

As an entrepreneur, you must have a principle in running your business, because without a principle starting a business will be very difficult. An entrepreneur must have the determination and courage to start his business, taking into account the greater the risk that will be faced, then behind it all the greater the profits to be gained. This is part of the entrepreneurship principle, there are at least 13 principles related to entrepreneurship activities, namely (Reginal, 2014: 50-53): a) Not afraid to fail: For an entrepreneur, having the principle of not being afraid of failure is very important, because feeling afraid can make someone never dare to try

b) Vigorously: High enthusiasm can make an entrepreneur to success; c) Creative and innovative: In addition to being passionate, an entrepreneur must be creative and innovative in taking advantage of existing opportunities, so that they can attract many customers. d) Full calculation in taking risks: Every business will certainly have risks, the size of the risk depends on how big or small the profit we will get. Being an entrepreneur must be good at taking calculations to minimize the occurrence of risk; e) Patience and perseverance: The key to success in entrepreneurship is patience and perseverance. Patience and perseverance can make a person think clearly in making a decision; f) Optimistic; An entrepreneur must be optimistic that his business will be successful; g) Ambitious: An entrepreneur must be ambitious, regardless of the type of business he undertakes. Of course, ambition is based on careful calculations and is done in earnest; h) Never give up: Unyielding nature can strengthen an entrepreneur when facing difficult conditions in his business; i) Can read market opportunities: An entrepreneur must be able to read market opportunities, no matter how small, well; j) Have good ethics: Everyone who is an entrepreneur must hold good ethics in running his business; k) Independent: Being independent in every way is the key to not being dependent on others; l) Honest: Honesty is an invaluable job; m) Caring for the environment: Becoming an entrepreneur must also pay attention to the surrounding environment, so that it helps maintain the sustainability of the business environment

### **Creative Economy**

Creative economy is an economic activity that relies on human creativity in making products to anticipate the needs of society in the future (Valentina, 2019: 42). The power of the creative economy relies more on the superiority of human resources in contrast to other sectors that rely more on the exploitation of natural resources. Therefore, to produce a maximum creative economy, innovation and creativity are needed. Innovation is part of the human struggle to maintain identity or survival, and can be used as the main cause of growth (Hutalagung, 2008: 13). Creativity means the ability to develop new ideas and to find new ways of dealing with problems and facing opportunities. Innovation means the ability to apply creativity in order to solve problems and opportunities to improve and enrich life (Hutalagung, 2008: 14)

So it can be concluded that various forms of human activity can produce profits if the activity is really well organized, in this case it is necessary to have innovation and creativity that can direct human activity to produce something of value.

## **RESEARCH METHOD**

This research was conducted using qualitative research methods based on the philosophy of postpositivism, used to examine the condition of natural objects, (as opposed to experiments) where the researcher is the key instrument, data collection techniques are carried out by triangulation (combined), data analysis is inductive or qualitative research, and qualitative research results emphasize meaning rather than generalization (Sugiyono, 2013: 15).

Data collection techniques in this study through interviews, observation and documentation. This research was conducted at the Al-Khoirot Female Islamic Boarding School in Karangsono Village, Pagelaran District, Malang Regency. The data used in qualitative research is to use primary data and secondary data as the main data source.

## **RESULTS AND DISCUSSION**

### **Strategy for the Development of the Entrepreneurial Spirit of Santri**

Strategy is one of the ways/efforts to achieve success both in the economic and other fields. Based on the results of the research applied by the Al-Khoirot Female Islamic boarding school to develop student entrepreneurship so that they always continue to innovate and be creative, namely by doing the following: a) Guidance from caregivers: The existence of learning about entrepreneurship at the Al-Khoirot Female Islamic Boarding School because of direct guidance from the caregiver (Nyai), the form of skills that she (caregiver) knows is then taught to interested students, she (caregiver) also provides advice and input regarding what skills are needed. need to be developed; b) Released a new skill model: The strategy taken by the management of the Al-Khoirot Islamic boarding school to develop the entrepreneurial spirit of students is by presenting new experiences, students are given the freedom to imitate and develop themselves; c) Knowing students' interests: Several types of entrepreneurs found in the Al-Khoirot Islamic Boarding School are all managed by the students. The students were given the mandate and responsibility to manage the business. Therefore, before the students are given the mandate and responsibility to manage the business, it is necessary to select a board so that the managed business falls to the right person and is interested in the business; d) Guidance from the

chief executive: Guidance from the administrators for the students who carry out the mandate and responsibility for managing the businesses contained in the Al-Khoirot Islamic boarding school is the first step to make the students professional in carrying out their responsibilities, because with the guidance from the administrators the students can produce an exchange of ideas. sharing) to run the program; e) Patience: There is a saying that patience is the key to success, therefore the attitude that needs to be applied in carrying out creativity, especially in the field of entrepreneurship is patience because if you are impatient and not careful the creativity that is done will not give satisfactory results but it can also have an impact on the sustainability of the creativity; f) Skill room: The term skills at *Pondok Pesantren Al - Khoirot* is a familiar term for students for the skill development room for female students, in which there are facilities in the form of electronic sewing machines, overlock machines, neci machines, and embroidery machines. The activities carried out there are sewing, embroidery, embroidery, knitting and so on. The skills room, apart from being a place for developing skills, also provides various kinds of skill equipment, so that the profits can be obtained apart from sewing, but also from selling craft tools.

### **Student Creation and Innovation in Developing Creative Economy**

Al-Khoirot Female Islamic Boarding School's creative economic activities in order to keep running and continue to grow, students continue to innovate to create new products and update existing products by holding special practices for skill managers, then the results obtained are disseminated to all students.

This exhibition activity aims to make students interested in making similar things so that skill activities can continue to develop, and can be mastered for all students. According to Nyai Hj. Luthfiah Syuhud as the caretaker of the Al-Khoirot Female Islamic boarding school. That the students are assigned to make skills such as honeymongso cake wrappers with various different and interesting shapes. Thus, besides the students themselves who innovate, the caregivers also participate in educating the students and developing the creativity of the students. Every time an event is held at the pesantren, the santri from a long time have prepared all kinds of their own needs so that they can develop their ability to remain creative and innovate.

The implementation of the creative economy program is determined by each head of the field because it adjusts to orders (pakonan) from the caregivers, so every creativity that is carried out depends on the direction of the head of the field, but each member is also given the freedom



to work according to their talents, so that the creative economy is not fixated on one type. creativity, but can be more and can make the creative economy of Islamic boarding schools more developed. The creativity that has developed to date is sewing formal school uniforms (Madrasah Tsanawiyah and Madrasah Aliyah Al-Khoirot) which include white uniforms, scouts, and batik. Besides that, they make knitting bags, baby clothes from wool yarn, decorate application submissions, make bags and doormats from patchwork and various other handicrafts.

Another strategy so that students can continue to develop their talents and abilities so that skills administrators can still be creative and innovate to develop activities in skills, the important thing that needs to be considered is related to human resources (managers on duty), because the concept of the creative economy is to prioritize the ability of human resources is not how much natural resources are needed. Skill managers are taken from certain people, in the sense of among students who have the ability, as well as those who are interested in that field.

## **CONCLUSION**

Based on the exposure and the results of the research that the author has described, it can be concluded as follows: a) The strategy applied at the Al-Khoirot Islamic boarding school to develop the entrepreneurial spirit of students is through direct guidance from caregivers and also the chairman of the board. By teaching the skills they know to the students and then providing special guidance to the students who have the will to learn these skills; b) Students' creations and innovations to develop the creative economy, namely students are given the task of making various forms of different and interesting skills. In addition, there is also the role of caregivers and administrators in educating students to remain creative. Students are also given the freedom to be creative and innovate.

Skills party holds seminars and special training for all female students so that they are more motivated. In recruiting creative economy managers, it should be expanded not only from alumni and the surrounding community, but also to other communities.

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