The Role of Empowering Santri Entrepreneurship in Pekalongan City

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Abstract (English)

The aim of this research is to analyze the role of empowering santri entrepreneurship in Pekalongan City. The research methodology used in this research is an intrinsic type of research, namely qualitative research that seeks to uncover meaning, investigate processes, and develop a comprehensive understanding and understanding of certain people, groups, or situations. The results of this research can be interpreted to mean that the supporting and inhibiting factors in economic empowerment are interrelated, but there are several ways to overcome them, namely by attending training both within the city and outside the city related to the fields involved in processing. Such as in the fields of marketing, management and production. Pekalongan City has a reputation as a religious, religious, trading and batik city. Apart from that, Pekalongan has been recognized as a creative city by UNESCO.

Keywords; Empowerment, Entrepreneurship, Santri

INTRODUCTION

Islam requires its adherents to create a just, successful, prosperous and prosperous society. Islam envisions a society that is autonomous and independent in all areas-political, social, and economic. Islam doctrinally and practically regulates economic issues, community empowerment, and muamalah topics in the fields of trade and enterprise to achieve these noble goals and ideals. In reality, the main problem facing Muslims in the world today is economic.

One important area that must be improved through empowerment is the economic sector. Because many Muslims have not achieved full empowerment, social and economic life is largely in disarray. Inequalities in economic and social systems, as well as ignorance of Sharia, are factors that contribute to the downfall of Muslims. The Koran further explains that the lack of collective action to help the vulnerable, the existence of a small group of individuals who dominate natural resources through greed, and individual laziness are factors that contribute to poverty.

Santri are not only required to focus on studying religious knowledge, but they are also expected to learn how to become economically independent students for the sake of the nation's

progress. With the aim, after entering society, these students will become examples of how to apply religious knowledge in everyday life, which also correlates with their level of economic independence.

By prioritizing entrepreneurship, empowerment will be achieved. Why is entrepreneurship chosen to empower students, because there are at least five reasons: reducing the anxiety of students after graduating from education, improving the economy of Indonesian society, increasing regional income, breaking the chain of "bribe money" in dream institutions like civil servants, and sharpening the entrepreneurial spirit, sharpening the ability to read the economic and social opportunities around them. 2 Empowering Islamic boarding school students is a step to revive traditional traders who have economic power and are not only targets of social economics, politicians and local governments occasionally. This is also part of the social reconstruction efforts of traditional traders.3

Indonesia's major cities are home to a large number of religiously affiliated institutions and universities, some of which even have a number of Islamic boarding schools. However, it seems that Islamic boarding schools have also evolved over time. Initially just an Islamic boarding school that studied religious knowledge, contemporary Islamic boarding schools are now being built in various big cities. Apart from being a place of learning, Islamic boarding schools are also dormitories for various talents, both from school and other activities. The Central Java region is one of several regions in Indonesia that already has contemporary Islamic boarding schools, especially Pekalongan.

Pekalongan is also known as the City of Batik, and according to KOMPAS.com, has received international recognition as one of Indonesia's cultural centers and is listed on the UNESCO List of Intangible Cultural Heritage of Humanity. The batik industry in Pekalongan Regency has been known as a batik producing city, and makes a significant contribution to the strength of the local economy. So that Islamic boarding school alumni and graduates can compete in the world of work and become entrepreneurs with their batik talent, Pekalongan Regency also needs Islamic boarding school facilities that can promote batik skills.

Economic Empowerment

In an economic context, empowerment refers to the strategy used to create a community (strength) by inspiring, motivating and bringing out its potential5. The development of basic facilities and infrastructure, both physical and non-physical, is part of this empowerment process. The most important efforts are to improve educational standards and health status as well as access to economic resources such as capital, skills, technology, information and employment.

Implementation of activities in the field is initiated by caregivers or kyai in collaboration with the Islamic boarding school community (students and administrators), starting from planning, process, to implementation, in accordance with what was explained by Imam Khambali who

explained that Islamic boarding school-based economic empowerment is an empowerment program using two approaches. , namely bottom up and top down.

In discussions about community development, the idea of empowerment is closely related to the ideas of autonomy, involvement, networks, and justice. In essence, empowerment emphasizes the strength of society and individuals. The development of independence and the empowerment process both depend on participation. This process is cumulative, so a person's capacity to get involved will increase as his or her talents increase.

Entrepreneurship

With economic growth and expanding employment opportunities, several conceptions of entrepreneurship have emerged. Coutler argued in a book entitled "Entrepreneurship in Action" that entrepreneurship is often associated with the process, formation, or growth of new companies focused on profit generation, value creation, and the development of new, distinctive, and creative products or services.

Entrepreneurship, according to Suyana, is a creative and innovative ability that is used as a basis, advice and resource to find prospects for success. The ability to develop something new and different through original thinking and proactive action to seize opportunities is the essence of entrepreneurship.

In the Islamic concept, hard work must be based on faith. Working based on faith means that working to meet life's needs by always remembering and hoping for the blessing of Allah SWT is considered as worship. There are many demands in the Koran and hadith that encourage a Muslim to work. The Prophet even said: "Indeed, working to earn halal sustenance is an obligation after fardlu prayers." Nash very clearly gives a signal for humans to work hard and live independently.

Understanding Santri

Santri is a word that almost everyone in this archipelago is familiar with. Santri is a term used to describe someone who attends an Islamic boarding school and spends their days studying Salafi books or the Yellow Book, as well as wearing sarongs, peci, and koko clothes to beautify or complement their characteristics.

Linguists have at least two different theories regarding the origin of this word, which can be used as sources of information. The word "sastri" - meaning a literate person comes from Sanskrit. The term "cantrik" refers to someone who follows a kiai wherever he goes and stays to learn a particular skill in Javanese, where the term first appeared.

In contrast, according to Salaf scholars, the word santri was made into Arabic, namely from the word "santaro", which has jama' (plural) sanaatiir (several santri). Behind the word santri which

has 4 Arabic letters (sin, nun, ta', ra'), a ulama', others implement the word santri in accordance with human functions,

Based on the description above, a research question can be formulated, namely what is the role of empowering student entrepreneurship in Pekalongan City? This research aims to analyze the role of empowering santri entrepreneurship in Pekalongan City.

The research method used in this research is an intrinsic type of research, namely qualitative research that seeks to uncover meaning, investigate processes, and develop a comprehensive understanding and understanding of certain people, groups, or situations. Based on the criteria they apply to understand the research topic, researchers select their informants. In this scenario, the researcher only observes or records the symptoms or events that are the focus of the research.

RESULTS AND DISCUSSION

Economic Empowerment of Santri & Community

This Islamic boarding school concentrates on the growth of Islamic boarding school business units, such as goat farms, catfish farms and plantations, in an effort to produce capable Muslim entrepreneurs. All of these business fields were selected based on the potential and geographic location of the Islamic boarding school. Apart from receiving entrepreneurship education from Islamic boarding school business units, students can be given permission to take part in an internship program at one of the partner company units after completing their studies at the Islamic boarding school.

According to Isbandi Rukminto Adi quoted by Deden Fajar Badruzzaman, Growing people's desire to work for themselves, face financial difficulties, organize discussions about social issues, and disseminate knowledge about the experiences of other successful and prosperous groups are some of the ways to empower society.

Therefore, the Islamic boarding school partner business unit, which is nothing more than an internship program for students after graduation, can indirectly create employment opportunities for the surrounding community. Currently, there are several private business units owned by Dede Muharam which are ready to be used as internships for alumni of the Lantabur Entrepreneurial Islamic Boarding School and at the same time help the local community's economy, including 1) Salam Tour, 2) Madani Welding Workshop, 3) Madani Laundry, 4) Ceramic Depot, and 5) Andalus City.

Economic Empowerment Through Entrepreneurship Training

The aim of this entrepreneurship training is to instill an entrepreneurial spirit in the younger generation. This initiative is part of a larger effort to increase the number of entrepreneurs in the

economy, which is ultimately expected to create new jobs and reduce unemployment rates in Indonesia. Through business units, the community around Pekalongan City and the students can directly provide entrepreneurial skills for the students' independence, and indirectly also absorb the workforce.

Supporting and Inhibiting Factors in the Economic Empowerment Process

The plan for economic empowerment of students and communities in the Pekalongan City environment is supported by several aspects, including: First, the availability of very helpful equipment. The Santri Management has provided several equipment to start a business. Like a farmer, the business owner has prepared two hectares of land for planting media, along with a number of hoes to work the land and sow the seeds. Second, there is supervision from management. Supervision from management is able to monitor student entrepreneurship and evaluate business units built in Pekalongan. Third, congregations provide some excellent networking opportunities. The student network is very strong for development. This can be done through cooperation in the business sector.

The following are several reasons that are obstacles: First, the small student body still needs new members to encourage the growth of managed business units that can empower students as a whole. Second, the scarcity of instructors. The number of instructors in the world is still not sufficient. This is very important to arouse students' interest in science, especially when Islamic boarding school business units emerge. Third, variations in teaching strategies. This boarding school is not like the tahfiz Islamic boarding schools that now dominate Pekalongan, the majority of which concentrate on memorizing the Koran. Apart from receiving religious lessons, the students at this Islamic boarding school also learn how to support and take care of the needs of the institution.

From the explanation above, it can be interpreted that the supporting and inhibiting factors in economic empowerment are interrelated, but there are several ways to overcome them

factor, namely by attending training both within the city and outside the city related to the field in processing. Such as in the fields of marketing, management and production.6

SWOT analysis

The business activity units, when analyzed using SWOT analysis, are as follows:

1. Strength (Strength) With its location in a densely populated area and close to hotels and tourist attractions, this commercial activity unit has a lot of potential. Apart from that, the company's location is very profitable for running a business because it faces a highway that is busy with vehicles all day long, making it easier to promote products directly.

2. Weakness (weakness) Regarding the shortcomings of business activity units, many companies operate in the same industry, which makes competition for product marketing more intense and difficult.

3. Opportunity (Opportunity) Activity unit located in the Pekalongan Business Center (ABC) area shopping center. Because it is freely accessible to everyone and can be reached by all types of transportation, this location offers promising possibilities and is a very inventive and prospective destination frequently visited by customers

4. Threats (Challenges) Challenges that are ready to be faced by business activity units for each business unit are: 1) Wood cutting, when the supply of sawmills is hampered by government regulations regarding the minimum age limit for cutting trees. 2) Making bricks, when the drying process requires solar heat to get the best results. However, there may be some challenges in the drying process during the rainy season, which will lengthen the drying time and affect the results. 3) The challenge that is ready to be faced is that opening additional shops or kiosks that focus on the same goods will reduce the income that would otherwise exceed the threshold minimum. Because so many business people create shops or kiosks selling the same goods. This will bring tighter competition in marketing products.7

Tourism Development in Pekalongan City

Pekalongan is located on the north coast of Java Island, bordering the province of Central Java, namely Pekalongan Regency to the west and Batang Regency to the east. When a toll road was built through the city, some people worried that the number of tourists would decrease. However, these concerns were unfounded, and people continued to visit batik shops. Pekalongan City has a reputation as a religious, religious, trading and batik city, according to Ismanto (2019). Apart from that, Pekalongan has been recognized as a creative city by UNESCO. Indonesian people throughout the world are familiar with various types of batik crafts. Pekalongan is famous for having various interesting tourist attractions. These locations can be divided into various categories, such as event tourism, culture, retail, nature, religion and shopping. Various forms of tourism can be found in sub-districts in Pekalongan, both in the north, west, south and east.

Affirmative Action on Halal Tourism Development

The academics were asked what they would do if Pekalongan was designated as a halal tourism destination after they answered in the affirmative. There are varying responses, but in general, they will encourage, support, and appreciate the tourist attraction. Ani, an informant who is not from Pekalongan, stated the following. Take part in maintaining the "halal" of tourist attractions by not taking inappropriate actions at tourist attractions, maintaining all existing facilities and infrastructure and participating in socializing the existence of halal tourism in Pekalongan City to attract tourists to

visit Pekalongan City, so that it can inspire other cities to do the same thing, namely making tourism halal and family friendly."

The academic community will carry out various initiatives, such as spreading news to friends and various organizations about Pekalongan halal tourism. There are also resource persons who will join in and speak to the public on a large scale. Apart from that, there are also lecturers who will advertise via social media so that Pekalongan, apart from being a batik city, is also known as a halal tourism city. As a Pekalongan resident, of course I will feel happy and take part in the success of this program, as well as education and human resource development. I will go to locations that promote halal tourism, inviting tourists from all over the world to come to Pekalongan.

"I will support and help promote halal tourism through literary works," promised Dina, a santra lecturer. Nurfani Arisnawati explained the steps she would take to promote halal tourism in Pekalongan. "What I will do is become a user, because I am Muslim and live in the city of Pekalongan and want to make the city of Pekalongan the number one halal tourist city at the national, Asian and international levels." There are some good things that academics would do, as shown by the description above in bold. These things include investing, visiting, promoting, supporting and maintaining halal behavior.

Halal tourism must get help from various sources. There are five requirements that must be met for the halal tourism ecosystem to function well: goods, services, infrastructure, government support, and human resources. Knowing the opinions of all parties, including the opinions of academics, is very important for a country like Indonesia where some parties still doubt the idea of Islamic economics, especially halal tourism. These arguments are used to convince the general public and decision makers such as the government.

The growth of halal tourism does not depend too much on the presence of academics. He is just one of many community members who may support, encourage, appreciate, and even be critical of the presence of halal tourism in a place. Since academics are a rational segment of society, policymakers and halal tourism stakeholders must consider their perspectives. The government's next steps could be influenced by the generally favorable perceptions of the academic community. This support has been demonstrated through behavior such as becoming an expert in tourism destinations, sharing knowledge, protecting tourist attractions, and so on. All of this social capital can be combined as an important component in branding. To fulfill (sharia compliance), the current infrastructure only needs to be completed.

CLOSING

From the explanation above, it can be interpreted that the supporting and inhibiting factors in economic empowerment are interrelated, but there are several ways to overcome them, namely by attending training both within the city and outside the city related to the fields involved in processing. Such as in the fields of marketing, management and production.

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Pekalongan, apart from being a batik city, is also known as a halal tourism city to attract tourists to visit Pekalongan City, so that it can inspire other cities to do the same, namely making halal and family friendly tourism.

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