

ABSTRACT

THE STRATEGY OF MASJID SOCIAL ENTREPRENEURSHIP IN IMPROVING THE WELFARE OF SOCIETY

(Case Study on the Masjid Jogokariyan, Jogokariyan Village, Matirejon District, Yogyakarta)

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The purpose of this study was to determine the strategy of social entrepreneurship and strategy Masjid Jogokariyan social entrepreneurship in improving the welfare of society.

This study used a qualitative descriptive. Data collected by observation, interview and documentation. Data will be analyzed using Miles and Huberman data analysis.

The result of this research stated definition of masjid Jogokariyan social entrepreneurship is social entrepreneurship built by masjid Jogokariyan to create social value through innovative economic activities. While the strategy of masjid Jogokariyan social entrepreneurship in improving the welfare of society is the fulfillment of the five aspects of the maqasid syariah through social values.

Suggestions of this study are the optimization of the Masjid Jogokariyan hall as masjid social entrepreneurship in creating social value. In addition, the social entrepreneurial strategy Jogokariyan mosque in improving people's welfare can be further enhanced through the fulfillment of all the axioms in every aspect in maqasid syariah.

Keyword: *Strategy, sosial entrepreneurship, masjid, welfare.*