

## TABLE OF CONTENTS

Indonesian Abstract.....	iv
English Abstract.....	v
Approval of Supervisor.....	vi
Certification .....	vii
Decision of the Team .....	viii
Declaration.....	ix
Dedication.....	x
Mottoes .....	xi
Acknowledgement .....	xiii
Table of Contents .....	xv

### CHAPTER I: INTRODUCTION

A. Background of Study.....	1
B. Problem Formulation.....	6
C. Purpose of Study .....	6
D. Benefits of Research.....	6
E. Research Metodology.....	7

### CHAPTER II: LITERATURE

<b>A. Previous Study .....</b>	<b>11</b>
<b>B. Basic Theory .....</b>	<b>15</b>
1. Definition of Strategy .....	15
2. Entrepreneurship.....	16
a. Definition of Entrepreneurship .....	16
b. Social Entrepreneurship .....	18
c. Social Entrepreneur.....	23
d. Masjid Entrepreneurship .....	24
3. Masjid .....	26
a. Definition of Masjid.....	26

b. The Role and Function of The Masjid .....	28
4. Welfare in The Islamic Perspective .....	32
<b>C. Theoretical Framework.....</b>	<b>39</b>

### **CHAPTER III: RESULT AND INTERPRETATION**

<b>A. An Overview of Research Object.....</b>	<b>41</b>
1. The History of Jogokariyan Object.....	41
2. The Process of The Jogokariyan Construction .....	43
3. Location and Condition of The Masjid Jogokariyan .....	45
4. Vision and Mission of The Masjid Jogokariyan .....	45
5. Masjid Jogokariyan Dakwah Area .....	46
6. Masjid Jogokariyan Takmir Structure.....	47
7. Masjid Jogokariyan Work Program .....	51
<b>B. History of The Establishment and Development of Masjid Jogokariyan Social Entrepreneurship .....</b>	<b>52</b>
<b>C. The Social Entrepreneurship Strategy of The Masjid Jogokariyan .....</b>	<b>54</b>
a. Hotel.....	54
b. The Hall .....	55
c. Angkringan .....	55
d. Catering.....	56
e. Transportation services .....	56
f. Polyclinic .....	57
g. BMT .....	58
<b>D. The Strategy of Masjid Jogokariyan Social Entrepreneurship in Improving Welfare of Society .....</b>	<b>64</b>
1. Ad-Dien .....	64
2. An-Nafs.....	67
3. Al-Aql.....	69
4. An-Nasl.....	71
5. Al-Maal.....	71

<b>CHAPTER IV: CONCLUSIONS AND SUGGESTIONS</b>	
A. Conclusions .....	75
B. Suggestions.....	76
<b>BIBLIOGRAPHY .....</b>	<b>79</b>
<b>APPENDIX.....</b>	<b>84</b>