

CHAPTER ONE

INTRODUCTION

A. Background of Study

When the interest in entrepreneurship thrives in Indonesia, one might think that entrepreneurship is the most powerful tool for the pursuit of wealth. Some people choose to work hard and build a business with sweat and tears, but some people also take a shortcut. Whatever is done, entrepreneurship can not be built within a heartbeat.¹⁰¹ Entrepreneurship is the spirit, attitude, behavior and ability to handle business or activity that leads to the search for, create, implement ways of working, technologies and products at better efficiency efforts.¹⁰² In addition to potentially give happiness and self-reliance, entrepreneurship is not based on a strong ethical character and will also be potentially negative, have a risk, and can make your future finished in a heartbeat.¹⁰³

Islam teaches muslims to be independent and self-sufficient. Not only teaches us to worship, but also encouraged the people to work hard. And one of the hard work that pushed Islam is entrepreneurship. Business always play a vital role in social and economic life of man of all time, so that business interests will influence the behavior of all the individual, social, regional, national, and

¹⁰¹ Rhenald Kasali dkk, *Modul kewirausahaan "etika bisnis"*, PT. Mizan Publika 2010, p.101

¹⁰² Kartika Putri dkk, *"Pengaruh Karakteristik Kewirausahaan, Modal Usaha dan Peran Bussines Development Service Terhadap Pengembangan Usaha (Studi Pada Sentra Industri Krupuk Kedungrejo Sidoarjo Jawa Timur)"*, Fakultas Ilmu Sosial dan Ilmu Politik Universitas Diponegoro, 2014, p.3

¹⁰³ *Ibid*, p.102

international.¹⁰⁴ Islam does not forbid its followers to fulfill the needs of themselves and their families. By contrast, business activity is highly recommended. Working hard to get the halal fortune is a command, In the Al-Quran Allah says:

فَإِذَا قُضِيَتِ الصَّلَاةُ فَانْتَشِرُوا فِي الْأَرْضِ وَابْتَغُوا مِنْ فَضْلِ اللَّهِ
وَأَذْكُرُوا اللَّهَ كَثِيرًا لَعَلَّكُمْ تُفْلِحُونَ¹⁰⁵. ١٠

“When the prayer has been fulfilled, you will be scattered aboard the earth, And seek God's grace and remember God so much that you may be lucky”

Entrepreneurship skills should be built aware from an early age. The younger generation began to make entrepreneurship as a career choice, that turned out to be essential to support the future prosperity of the nation.¹⁰⁶ As we know, Muhammad has started to trade since the very young age, namely the age of 12 years. When he began to learn the business from a very young age children even still, it was appropriate that he became a successful businessman. Because, according to an expert in the business, a successful businessman is true if he has experience of entrepreneurship. Thus, he through life as a businessman for more

¹⁰⁴ Yenita Natalia Sugihardjo, *“Karakteristik Kewirausahaan Pemilik CV. Cahaya Makmur”* Fakultas Ekonomi dan Bisnis, Universitas Soegijapranata Semarang, 2014, p.4

¹⁰⁵ Q.S Al-Jum’ah : 10

¹⁰⁶ Muhammad Arif Mustofa, *“Pengaruh pengetahuan Kewirausahaan, Self Efficacy dan Karakter Wirausaha Terhadap Minat Berwirausaha pada Siswa Kelas XI SMK Negeri 1 Depok Kabupaten Sleman”*, Program Studi Pendidikan Ekonomi, Universitas Negeri Yogyakarta, 2014, p.3

than 25 years. It is longer than the period of the Prophet apostolate which lasted about 23 years.¹⁰⁷

In addition, The Prophet Muhammad of trade accompanied by love. he was looking for material gain, but do not use it as the only goal, let alone to become a means of unjust to others, in this case consumers. He continues his business to provide benefits to others, by not unjust to them in conducting business transactions. In order to become a successful entrepreneur, he maintain quality, maintain the trust and holds promise.¹⁰⁸

Noble character and akhlaq in this business is as a means to avoid themselves from a variety of activities prohibited by Allah SWT. In the perspective of Islam, an element of the character of the business manager (entrepreneur) is a vital aspect. Business success will be obtained if the businessmen applying spiritual values.¹⁰⁹

PT. Jatinom Indah Agri is one of the companies engaged in the field of Agribusiness that has a consistency in maintaining the culture and character of the company that has been built from 1973. not a few awards that have been obtained by the company that has been established by Mr. H.M Siswojo either in the field of success in doing business up to the award in the social field. In the social field, PT. Jatinom Indah Agri has a considerable contribution in poverty alleviation,

¹⁰⁷ Ma'ruf Abdullah, *Wirausaha Berbasis Syariah*, Aswaja Pressindo, Cet. 1, Maret, 2013, p. 40-41.

¹⁰⁸ Ippho santoso dkk, *Muhammad Sebagai Pedagang*, Jakarta: PT. Gramedia, Cet. 15, 2012, p. 15.

¹⁰⁹ Dominicius Savio Priarsono, dkk, "Pengaruh Karakter Wirausahawan terhadap Keberhasilan UMKM: Perspektif Islam", in *Jurnal Ekonomi Islam Republika*, 2014.

education, and community empowerment in improving people's welfare in Blitar Regency.

In an effort to build a business, the role of the company or director is very important to maintain and build the character and culture within the company. With the rampant competition and fraud that occurred in the business world, PT. Jatinom Indah Agri still uphold the culture and character that has been applied by the Islamic religion in business. The characteristics of Muslim entrepreneurs to guide the leadership of the company in maintaining and building business and to foster its employees in the company. Therefore the researcher want to conduct research at PT. Jatinom Indah Agri Blitar.

From the above background, researchers interested in conducting research with the title: *"Analysis On Muslim Entrepreneurship Characteristics Toward Business Success "*.

B. Problem Formulation

After describing the problem as described in the background of the problem, the issues examined in this study are:

1. How the Muslim entrepreneurs characteristics in PT. Jatinom Indah Agri toward business success?
2. How the efforts on Muslim entrepreneurs at PT. Jatinom Indah Agri toward business success?

C. Purpose of Study

The aim of this study is as follows:

1. Knowing the characteristics Muslim Entrepreneurs in PT. Jatinom Indah Agri toward business success.
2. Knowing how the efforts on Muslim Entrepreneurs at PT. Jatinom Indah Agri towards business success.

D. Benefits of Research

While the usefulness of this study include:

1. Theoretical
 - a. For science, as a reference and the discourse about the characteristics of Muslim entrepreneurs that can be used as reference material by entrepreneurs who have been in the business world.
 - b. To develop knowledge about the characteristics of Muslim entrepreneurship and Improve the contribution of Islamic economic science.
2. Practical
 - a. For the business entrepreneurs, the results of this study can be used as input management to improve sales performance to achieve business success.
 - b. To add benefits and insights for further research in entrepreneurship.

E. Literature Review

A literature review in the research process, a step break down the essentials of the research literature, namely theories.

Dindiya Putri in her study "*Analisis Karakteristik Wirausaha terhadap Sikap Wirausaha (Studi pada Kue Basah Melati Chatering Jl. Amaliun Medan)*". The purpose of this study are: (1) Describe the characteristics of the individual and entrepreneurial attitude Melati catering (2) Analyzing the entrepreneurial attitude Melati catering wet cake. In this study, the method used is descriptive method with qualitative data. Informants in this study were divided into three, namely that the key informant Melati owner catering, key informants the son of the owner of Jasmine catering and additional informant that temporary employees catering Melati amounted to 2 people. The results showed that the entrepreneurial characteristics of wet cake Melati catering consists of level of education, personal values, age, and work experience in managing the impact of any such effort. Melati entrepreneurial attitude catering consists of bold face risks, creative and innovative, vision and mission, purpose, self-confident, independent, active energetic and appreciate the time, positive self-concept, positive thinking, personal responsibility, and to receive feedback. Characteristics of entrepreneurs have a considerable effect on the characteristics of eleven entrepreneurial attitude.¹¹⁰

¹¹⁰ Dindiya Putri, in thesis "*Analisis Karakteristik Wirausaha terhadap Sikap Wirausaha (Studi pada Usaha Kue Basah Melati Chatering Jl. Amaliun Medan)*", Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Sumatra Utara, Oktober 2013.

Widodo Hardian " *Analisis karakteristik dan perilaku wirausaha pedagang martabak manis kaki lima di Kota Bogor* ", Department of Agribusiness Faculty of Economics and Management, Bogor Agricultural University, 2011. Results of research conducted by Widodo Hardian this is that the individual characteristics of sweet martabak street traders in the City Bogor, mostly aged under 33 years, comes from outside West Java, formal education level of junior high school graduation, and the number of family dependents between 1 to 3 people. The elements of the dominant entrepreneurial behavior to the behavior of traders are entrepreneurial knowledge and entrepreneurial attitude martabak merchant itself. The thesis above, researchers are interest in making a reference because of the thesis similarities in research in the study of business success.¹¹¹

Resian S Nauli, "Analisis Karakteristik Wirausahawan dalam Membangun Usaha Kecil dan Menengah di Kecamatan Pare Kabupaten Kediri". This study aims to determine the character of entrepreneurs in developing SMEs¹¹² in terms of confidence, task orientation and results, risk takers, future orientation, originality and leadership. The study population was entrepreneurs in SMEs in District Pare Kediri. Sampling technique used by the writer is *justment sampling*. Analysis of the data in this study is a descriptive statistical analysis. Results of the data analysis concluded that based on the mean value of each characteristic of an entrepreneur, then sequentially characteristics of entrepreneurs who stand out in

¹¹¹ Widodo Hardian, in thesis "*Analisis Karakteristik dan Perilaku Wirausaha Pedagang Martabak Kaki Lima di Kota Bogor*", Fakultas Ekonomi dan Manajemen, Institut Pertanian Bogor, Bogor, 2011.

¹¹² Small and medium-sized enterprises

the district of Kediri Regency Pare is a future-oriented, task-oriented and results, risk-taking, leadership, confidence and originality. Of each variable characteristics of entrepreneurs, a prominent indicator on each variable respectively - are as follows; indicators that stand out from the confidence is faiths religion, indicators that stand out from the orientation of the task and the result is persistence and fortitude, an indicator protruding from risk taker is the ability to assess the risk situation realistically.¹¹³

Edwin Cahya Ningrum Setyawati in his research "*Karakteristik Kewirausahaan dan Lingkungan Bisnis Sebagai Faktor Penentu Pertumbuhan Usaha*". Results of these studies is the entrepreneurial characteristics possessed by the furniture industry, wicker and rattan mats Sentra rattan Amuntai have the same tendency that they have an attitude of originality in product innovation, take a risk to diversify products and leadership in build a harmonious relationship with employees but do not have a task orientation and attitude toward maximum profit result was limited to the fulfillment of daily needs, taking risks, future outlook and do not yet have leadership attitude which leads to the objectives and engage employees to give suggestions / ideas to the business.¹¹⁴

M Yusriansyah in his research "*Karakteristik Pengusaha Industri Keripik Tempe Berbasis Produk Unggulan di Kota Malang*". This study aims to assess

¹¹³ Resian S Nauli, in thesis "*Analisis Karakteristik Wirausahawan dalam Membangun Usaha Kecil dan Menengah di Kecamatan Pare Kabupaten Kediri*", Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Pembangunan Nasional, Juni, 2010.

¹¹⁴ Edwin Cahya Ningrum Setyawati dkk, *Karakteristik Kewirausahaan dan Lingkungan Bisnis Sebagai Penentu Pertumbuhan Usaha*, Jurusan Administrasi Bisnis FISIP Universitas Diponegoro, Semarang, 2013.

the characteristics of entrepreneurs tempe chips industry in Malang, tempe crisps reviewing the flagship product in Malang, and assess the productivity of tempe chips industry in Malang. This research uses a survey approach and descriptive study of ex post facto which collects data as much information about supporting factors that exist in the study. Sampling using simple random sampling method, while the analysis is descriptive statistical analysis and cross tabulation. Based on data analysis can be concluded that: 1) Characteristics of industrial entrepreneurs in Malang tempe chips generally have a number of 4-19 workers, the industry does not have assets of more than 200 million, and an annual turnover of not more than one billion per year. 2) Chips tempe become the flagship product in Malang because the material is easily obtained from the business tempe surrounding community which is a product that is not durable, long-lasting then made chips tempe, it's capable of evolving from generation to generation with innovative variety of different flavors, reliable competitive with quality product, providing employment opportunities for local communities and marketed ranging from regional, national, and international. 3) Productivity tempe chips industry in Malang is high, reaching the daily operating expenses that they need in a day to more than 500 thousand, and revenue per month between 10 million to 20 million.¹¹⁵

¹¹⁵ M Yusriansyah in thesis "*Karakteristik Pengusaha Industri Keripik Tempe Berbasis Produk Unggulan di Kota Malang*", Fakultas Ilmu Sosial, Universitas Negeri Malang (UM), Malang, Mei, 2012.

F. Theoretical Framework

1. Definition of Muslim Entrepreneur

The word "entrepreneur" is derived from the French language, which means "to undertake", meaning "take". This definition makes clear that the entrepreneur is a risk-taking, initiative, and not depend on others.¹¹⁶ Entrepreneurship is a profession that is quite old in this world. That profession there since the time of the exchange of goods in everyday life, and continued after the discovery tool called the exchange of coins, both with standard gold of paper money.¹¹⁷

Islam teaches that a Muslim businessman has the same orientation in matters of worship and muamalah affairs. But it can't be done if he does not sincere what he did solely because of Allah, freed themselves against lust, treasures, jewels, and other pleasure artificial world.¹¹⁸

Islam obliges every Muslim, especially those with dependents to work. Islamic business can be defined as a set of business activity in its various forms are not limited amount (quantity) ownership of his property (goods / services)

¹¹⁶ Wawan Dhewanto dkk, *Intrapreneurship: Kewirausahaan Korporasi*, Rekeyasa Sains Bandung, 2013, p.17

¹¹⁷ Hendro, *Dasar - dasar Kewirausahaan*, PT. Gelora Askara, Januari, 2011, p. 25.

¹¹⁸ Ma'ruf Abdullah, *Wirausaha Berbasis Syariah*, Aswaja Pressindo Yogyakarta, 2013, p.1.

including profits, but be limited in the way of achievement and making efficient use of their property (there are rules of halal and haram).¹¹⁹

2. Characteristics of Muslim Entrepreneurs

Characteristics of a good entrepreneur will lead to the truth, safety, and raises the degree and dignity. Entrepreneurial characteristics generally seen when he communicates in order to collect the information and on time relationships with business relationships.¹²⁰ Experts still bring up the characteristics of entrepreneurs with the concept of different, but it general have nearly the same meaning. Among others:

- a. Confident and optimistic
- b. Oriented assignment and result
- c. Brave to take risks and challenge
- d. Leadership
- e. Original
- f. Oriented to the future.¹²¹

3. The Concept of Islamic Business Success

The success of business is a purpose of entrepreneurship. Each entrepreneur will definitely want to achieve success in business. According to the

¹¹⁹ Muhammad Ismail Yusanto ET. Al, “*Menggagas Bisnis Islami*”, Gema Insani Press, Jakarta, 2002, p. 18.

¹²⁰ Basrowi, *Kewirausahaan untuk perguruan tinggi*, Ghalia Indonesia, Desember 2011,p.10

¹²¹ Suryana, “ *Kewirausahaan : Kiat dan Proses Menuju Sukses* “, Jakarta : Salemba Empat, 2014, p. 49.

concept of the Prophet Muhammad, the meaning of success is very simple, namely the person's condition today is better than yesterday. The purpose of the word "better" is where a person wants to be better in all perspectives, both materially and spiritually than ever before.¹²²

The foundation of the Qur'an to success is : first, success will be achieved through the correct process. Secondly, is the secret of success of surah al-Mu'minun. In the surah al-Mu'minun, Allah SWT describes the nature and characteristics of people who are successful and good luck in the world and in afterlife, that if Muslims want to follow Allah instructions in this letter then his life will be lucky and successful in the world and a day of afterlife.¹²³ The thirdly is to read the Al-Quran, prayer and infaq enforce. And the fourth was never to eat another man's treasure by means of false.¹²⁴

G. Research of Method

1. Types of Research

Type of research in this study is used a qualitative descriptive explorative research. It aims to gather preliminary information that will assist effort to define the problem and to understand the phenomenon of what is experienced by the subject of the study such behavior, perception, motivation, and by way of description in the form of words and language in a specific context. Naturally with

¹²² Arwani R, 8 *Kunci Sukses Berbisnis : Berbisnis Ala Rasulullah Saw.*, Solo : Inti Medina, cet.1, 2010, p. 14.

¹²³ *Ibid*, p. 14.

¹²⁴ Bisri Ilyas, *Sukses Bisnis Petunjuk Al-quran*, PT Cakra Mandiri Utama, Surabaya, 2008, p. 45-47.

using various scientific methods.¹²⁵ And then, researchers will describe the many problems that exist in the field.

2. Location of Research

Location or area of research is the place to be doing research. This study took place at Jatinom Village, Kanigoro, Blitar city.

3. Data Sources

According Lofland in *Qualitative research methodology* book, the main data sources in qualitative research is words and actions, the rest is additional data such as documents and others.¹²⁶ Sources and types of data used in this study were grouped into two sources, primary data and secondary data.

a) Primary Data

Primary data is data sources that directly provide the data to the data collector. The main data source in this study are the words and actions of the object or person to be studied. In this study primary data obtained from interviews to Muslim entrepreneurs PT. Jatinom Indah Agri that the data obtained can be objectively.¹²⁷ Namely, from the actual situation.

b) Secondary Data

¹²⁵ Lexy J Meleoung, *Metodologi Penelitian Kualitatif*, (Bandung: PT. Remaja Rosdakarya, Cet. Ke 31, 2013), p. 6.

¹²⁶ *Ibid*, p. 157.

¹²⁷ Sugiono, *Metode Penelitian Kualitatif, Kualitatif dan R&D*, Cet. IV, Bandung: Alfabeta, p. 225.

Secondary data are data sources that do not directly provide data to data collectors, for example through of another people or through at documents of data. These data sources can be obtained from books that are relevant to the research, scientific magazines, personal documents and photos.¹²⁸ And also as a reference to obtain accurate data.

4. Data collection technique

a. Direct Observation

There are several reasons why the qualitative research observation utilized as much as possible. Reasons for observation is the observation optimize the ability of researchers in terms of motives, beliefs, attention, and unconscious behavior. Observation allows observers to see the world as seen from the subject of his research.¹²⁹

In this study, researcher conducted observations in person at the company to run the activities, see and observe the dynamics of the structure of employment in the company, how the behavior of the owner and the habits of what is being done. How the entrepreneurial character of Muslim leaders in the company to interact with local residents and employees of its employees.

b. Interview

¹²⁸ *Ibid*, p. 225.

¹²⁹ Lexy J Meleoung, *Op. Cit.*, p. 174-175.

Interview method is an attempt to obtain information or data by question and answer orally and face to face with the person being interviewed.¹³⁰ In this research, the interviews will be conducted with Muslim Entrepreneurs Jatinom Indah. This interview is intended to determine the characters of Muslim Entrepreneurs at PT. Jatinom Indah Agri in order to achieve business success.

c. Documentation

Documentation methods used to collect the data in the form of written data containing information and explanations as well as thinking about the phenomenon that is still actual and according to the research problem.¹³¹

5. Data analysis methods

Data analysis is the process of searching for and compiling the systematic data obtained from interviews, field notes and documentation by way of organizing data into categories, break them into units, arrange in a pattern and make conclusions so it is easy to understand themselves and the other.¹³²

¹³⁰ Muhammad, *Metodologi Penelitian Ekonomi Islam*, Jakarta : PT Raja Grafindo Persada, 2008, p. 151.

¹³¹ Suharto dan Budhi Cahyono, “Pengaruh Budaya Organisasi, Kepemimpinan, dan Motivasi Kerja terhadap Kinerja Sumber Daya Manusia di Sekertariat DPRD Propinsi Jawa Tengah” in *Jurnal Ekonomi I*, (Januari, 2005), p. 152.

¹³² Sugiono, *Op. Cit.*, p. 240.

To support the researcher in writing this thesis, the researcher uses a number of analysis method, they are:

a. Inductive methods

The means to describe the data obtained from the field such as the results of interviews the people and documentation. In this study, researches tried to describe the characteristics of Muslim Entrepreneurs in effort to achieve business success.¹³³

b. Deductive methods

Researcher also used deductive method that would prove of general theories about the character of the Muslim Entrepreneurs PT. Jatinom Indah Agri which will be direct from one company specifically.

c. Content analysis methods

Data obtained from analysis in-depth descriptions, with interviews from several parties deemed worthy, and of the documentation relating to the title of the study, the form of newspapers, websites, company documentation, etc.¹³⁴

¹³³ *Ibid*, p. 240.

¹³⁴ *Ibid*, p. 60.

H. System of Study

To facilitate the implementation of the researchers in this study, the authors formulate systematic writing as follows:

CHAPTER I: In this chapter, the authors formulate preliminary consisting of Background, Problem Formulation, Goal Writing, Literature, Basis Theory, and Methods and Writing Systematics.

CHAPTER II: This chapter consists of the theoretical basis related to entrepreneurship, Muslim Entrepreneurs characteristics and business success comes from books, journals and other literature were used to understand the problem and as a basic framework in the discussion and analysis of research data.

CHAPTER III: In this chapter the researcher explains an overview, profiles, history about the company PT. Jatinom Indah Agri and research results on the analysis characteristics of Muslim Entrepreneurs PT. Jatinom Indah Agri and also how Muslim Entrepreneurs PT. Jatinom Indah Agri in achieving business success.

CHAPTER IV: This chapter contains the conclusions, suggestions or recommendations and closing.