

An Entrepreneur's Character from Professor Musa Asy'arie's Perspective

Hizbul Khootimah Azzaakiyyah

Public Administration Department, Faculty of Administrative Science, Universitas Subang, Jawa Barat, Indonesia

Email: azzaakiyyahhizbulk@gmail.com

Abstract. The unpredictable development of the times has made many people look for solutions in order to have a provision for the future through the role of entrepreneurs. However, not a few of them are still not stable in understanding what the real business goals are for, and what characteristics an entrepreneur must have in order not to take the wrong steps and directions. Thus, this study aims to present the ideal character that can be applied to an entrepreneur. This research includes literature research, because the research was conducted to find, analyze, make interpretations and generalizations from the facts of the thoughts and ideas written by Musa Asy'arie regarding the character of an entrepreneur. This research is descriptive qualitative with a secondary data analysis approach. The results of this study indicate that there are nine ideal characteristics of an entrepreneur. The conclusion from these various characteristics is that an entrepreneur is also a thinker by nature. The results of the thought process must better understand the essence and existence of an entrepreneur, be able to create creative solutions in problem solving and stand the test. That is, for an entrepreneur profit is not always the main orientation, because this is the result of the effect created. This effect must be based on the essence and existence of an entrepreneur as a goal of worship in their entrepreneurial dimension. This study can be used as a formal reference or reference in the academic realm in the field of entrepreneurship.

Keywords: Characteristics, Entrepreneur, Musa Asy'arie

1 Introduction

Unpredictable changes in the world have led to a lot of people searching for ways to secure their futures through various forms of creativity, invention, and even the courage to upend oneself in order to become resilient, adaptable, and relevant people. Nowadays, a lot of people, particularly young people, have dabbled in entrepreneurship, a field that the general public considers to be elegant. Additionally, when the business world is supported by sophisticated technology, information, and communication that are closely connected and shared [1], it encourages individuals to be enthusiastic about operating a business and to aspire to the status of an entrepreneur [2]. We cannot, however, turn a blind eye to the fact that many young people still lack a solid understanding of what business objectives are and what qualities an entrepreneur should possess in order to avoid them making mistakes or going in the wrong directions when operating a business or determining whether they have succeeded. Because it's frequently the case, businesses lack the fortitude and tenacity necessary to deal with potential challenges and instead exist solely to make a profit. Not only are young people more prone to be obsessed with monetary gain than developing transcendental character as an entrepreneur, but so are those who have successfully operated a firm and are, coincidentally, older. Therefore, do not be surprised if such business owners do not achieve profitable results or grow larger than before; many of them experience stress and lose their composure, which causes a loss and even bankruptcy for the company they have so far built. This is because the mental foundation for spirituality, which should accompany each person on their career journey, is not strong enough. This unstable power has the potential to affect the brain, body, and business decisions in ways that make an entrepreneur less capable of handling difficulties. In other words, it doesn't fit the profile of an entrepreneur.

Less than a year later, the author purchased a book authored by Professor Musa Asy'arie, the former Chancellor of Sunan Kalijaga State Islamic University, Yogyakarta, titled "The Philosophy of Entrepreneurship and Its Implementation: The State and the Individual." He provided instructions on the traits of an entrepreneur in one of the book's chapters, which in our opinion represents the traits that a successful entrepreneur should

possess. He asserts that an entrepreneur must genuinely possess a strong character because an entrepreneur with a strong character will be able to handle the difficulties presented by changes in his environment [3]. A person with a strong character will not give up even if his objectives are not realized. Life is a never-ending fight and gamble. An entrepreneur can always accept and relish the challenges that present themselves. Without difficulties, his life appears to be monotonous. He goes on to say that an entrepreneur should have a number of characteristics, including: 1) a problem-solving mindset rather than a problem-maker 2) Giving is more essential than asking 3) overcoming losses can lead to success. 4) The capacity to rise and fall 5) understand rivalry; 6) cultivate trust; 7) value simplicity in life and thought; 8) comprehend honesty; 9) understand the meaning of worship. So, in the current study, we'll talk about the nine traits of an entrepreneur from Professor Musa Asy'arie's standpoint.

2 Method

This study draws on library research, namely study that discusses literature in the form of books, journals, and other publications [4]. This is so that the facts coming from the thoughts and ideas published by thinkers and professionals, in this example Musa Asy'arie regarding the characteristics of an entrepreneur, might be sought after, analyzed, made into interpretations, and generalized. This research is descriptive qualitative using a secondary data analysis approach, based on its nature

3 Result and Discussion

3.1 A problem-solving mindset rather than a problem-maker

In essence, an entrepreneur has a strong mental attitude and is constantly prepared to tackle challenges. He believes that issues will always be a part of life [5], and that how he responds to these challenges will determine the quality of his existence. His attitude will be stronger and he will be further away from the challenges of issue solving as a result of the size of the difficulty he can conquer in his life. An entrepreneur won't avoid issues and flee from them since he will become bogged down in new, more serious issues. This avoidance of issues demonstrates a lack of strength in problem-solving.

Every person has problems and is constantly faced with problems, which is the truth of human life. There are always issues, both with their own internal lives and issues with their outward lives [6]. Do not imagine that life is a lonely, trouble-free fantasy. Humans struggle internally because there is a constant tension between their desires and their capacity to fulfill those goals. There are internal conflicts between the voice of conscience, which tries to govern the body's interests for a more advantageous good, and the cravings of lust, which seek pleasure from the body [7].

Problems in the business world and the industry they work in can stem from inside companies that are having trouble expanding production quantity and quality, from labor issues that have not been able to live up to expectations, or from long-term financial and marketing issues [8]. An entrepreneur needs patience to identify and address each difficult issue that arises in his business venture one at a time. There will always be new problems to solve. To tackle each difficulty that arises in this situation, one needs to have a strong, patient, and intelligent mental attitude. This will ensure that problem after problem is resolved eventually.

Therefore, an entrepreneur relies on the strength of spirituality to deal with a variety of complex problems since it gives him hope and prevents him from being irritated [9]. High levels of spirituality are necessary for an entrepreneur to flow with time and yield to it while still producing original work. Everything will be resolved in due time. When issues are faced with mental fortitude, spirituality will be enriched; addressing and resolving problems is therefore a process of spiritual enrichment.

3.2 Giving is more essential than asking

It is preferable to give than to ask, which is one of an entrepreneur's traits. The hand above is the more honorable of the two. An entrepreneur will push himself not to look to others for assistance but, instead, to lend a helping hand to those in need. Willingness to drive oneself is wisdom not to rely on others' assistance, as their assistance will be perceived as a debt of gratitude that needs to be repaid. An entrepreneur has a giving mindset

because he believes that the company endeavor he is establishing will only succeed via positive collaborations with others, including his employees and others who are intimately connected to the commercial world of his business [10].

He will receive more the more he offers, but not in the way that someone would in a business deal. There is no waiting for a reward for his generosity because he has lost track of what he has given to others. Instead, he will always be conscious of his activities that are unpleasant or damaging to others and will work to avoid repeating them.

The desire to offer is a quality of an entrepreneur that comes from his realization that he has received a lot in life—from both nature and from his coworkers—and that God has given him an endless supply of gifts. His anthropological awareness then elevates him to cosmological awareness, and he subsequently joins the pursuit of theological knowledge's pinnacle [11]. From this perspective, a transcendental route is entrepreneurial spirituality [12].

Anthropological awareness, cosmological awareness, and theological awareness all contribute to the realization of the transcendental unity of consciousness. His ability to integrate his knowledge will always motivate and inspire him to grow his company and use it as a means of becoming closer to God. Establishing a factory is just as honorable as building a mosque as a site of worship for God [13].

3.3 Overcoming losses can lead to success

Loss is a means of gaining, much like the bait put on the hook for the fish being fished. Small bait will do for small fish, while a larger bait will, of course, do for larger fish. Every business will have losses for the owner, but these losses have been planned so that they won't deplete the profits or corporate assets altogether. Losses are training money for success, so he will succeed in the future [14].

An entrepreneur will be able to start new enterprises by accounting for losses that won't deplete profits and assets. Even while the majority of new enterprises and businesses inevitably fail and only a small number succeed in growing and becoming powerful, it will eventually make up for the losses of the vast majority of shuttered businesses. An entrepreneur won't be discouraged from trying to start a new firm since even if it loses money, smaller businesses that later thrive will make up for the losses of earlier investments he made. If nine times are spent trying to create a business and only one is successful, the one that is will be able to make up for the other eight failures. That is the message of the parable, which aims to inspire entrepreneurs to never give up and to learn from their mistakes in order to avoid repeating them.

The company and business as a whole will go bankrupt if the loss that occurs is beyond his ability to control, so that it eats all of his profits and assets. As part of his attempts to strengthen his entrepreneurial presence in people's lives and to contribute to the advancement of society in general, an entrepreneur might gauge this by the strength of his instincts to never discourage his intention to establish a new company endeavor.

Not all roads are smooth for an entrepreneur; even level ones frequently make you drowsy; curving roads and ups and downs are among the difficulties he must face. The route that curves and goes up and down in his business activities will be a challenge for him to harden himself so that he may conquer it with more beneficial commercial successes. His mental strength is always focused on solving issues.

3.4 The capacity to rise and fall

It's inevitable that a young child won't be able to walk correctly if parents don't allow them to fall when they're teaching them to walk. A youngster must have the chance to fall so that he can learn how to get up and improve his balance before moving on. The ups and downs are essential for an entrepreneur to develop a positive mindset that will allow him to answer that failing is bad and that he must work to learn from his failure in order to prevent it from happening again in the future. An entrepreneur with a positive outlook will acknowledge that suffering loss and separation are necessary conditions for success and rebirth [15].

Many business owners who have collapsed for good during a slump because they no longer dare to be entrepreneurs may attest to this social phenomena. However, there are other business owners that stumble frequently but recover to experience enormous success. Social realities also demonstrate that there are no

successful entrepreneurs. He gained strength and the ability to transform losses into gains as a result of all those stumbles [5]. Not everyone has the strength to face and conquer them.

In this regard, a positive mental attitude is required since with one, he will be able to alter and reverse reality, turn setbacks into victories, and transform a downward spiral into an upward one. Here, a passionate zest for life and competent work is required. a way of living that constantly sparks the flame of progress and encourages the exploration of new commercial opportunities.

An entrepreneur experiences life circumstances that always motivate him to be braver and stronger in order to obtain a zest for life that never fades [5]. His early years in the village where he was born allowed him to discover new passions while getting to know his parents, siblings, teachers, and friends, who served as inspirations for the rest of his life. It makes sense that the spirit of returning home during significant holidays like Eid will always be used as an opportunity to do so, as doing so will give them the renewed vigor they need to carry on with their life's struggle in order to advance further, to accomplish more, and to be more useful to those who share their passion for life.

3.5 Understand rivalry

At least the mother and father are the ones who make it the human candidate to be born when we are born from a mother's womb, but there is always a human being born before it. No human has ever been able to give birth to themselves [16]. In a biological sense, millions of cells compete with one another to get into the uterus and be fertilized by the mother's ovary. Humans have always been the product of intense competition. Essentially, the winners of the fight between millions of cells are the humans who are born into this planet. In this world, we are both winners and have a chance to win [17].

In this world, competition is an essential truth. The universe's life is governed by laws of tremendous nature, and there is competition there as well. The strong and wise will triumph over the weak and foolish [18]. According to the Law of the Jungle, the strong will prevail over the weak. The jungle is a natural phenomenon. Another natural law is The Law of the Jungle. Competing strengthens the strong, while those who lack the necessary skills will fall behind.

An entrepreneur is always aware that others came before him in starting his company and business. An entrepreneur, however, does not shy away from seeing this occurrence; in fact, he makes an effort to recognize the opportunities that are present, namely the gaps in those opportunities that his forebears have not yet investigated. The focus on this potential becomes the business's pillar and target market. Because his forerunners have never done it, the opportunity will then be taken advantage of as much as possible to start winning [5].

An entrepreneur would consider competition as a blessing rather than as a curse, so he never curses his rivals; instead, he can appreciate it as a chance to better himself by working harder, smarter, and further along [15]. An entrepreneur can learn a lot about his competitors' strengths and shortcomings from them, using this information to focus his company initiatives. That concludes the discussion of ongoing, continuous progress.

3.6 Cultivate trust

Trust is an entrepreneur's key source of money when starting a business [19]. His parents have instilled in him a belief in life that has existed since childhood. Without parental trust, someone's life will undoubtedly not be able to go as it should. In order to develop trust in oneself, trust is initially given to parents, relatives, friends, a husband or wife, and coworkers. The believe in God is the cornerstone of all belief.

Belief, not thought, is what you need most in life. Unlike thinking, which relies on uncertainty, trial and error, belief operates with sincerity, faith, and love. We are unable to eat the meal in front of us if we do not have faith in its goodness. We cannot be at ease with our husband, wife, or friends if we don't trust them. We can't appreciate life if we don't have faith. Without trust, life won't be enjoyable. We cannot offer and receive love if there is no trust.

We have been raised to believe in God even though we have never seen him since the beginning of time. absolute and unwavering faith in it. One only looks for the truth underlying a belief after acquiring that belief.

His intellect may later begin to doubt his convictions, but in the end he must have faith in his doubt—or at the very least, in the outcomes of his own doubting thoughts.

Since belief cannot resolve practical issues relating to the reality of life it encounters, believe alone is undoubtedly insufficient for navigating this existence. The idea that bridges are necessary is not sufficient to build them. There won't be a bridge just because you believe in it. Trust needs both financial assistance and advances in science and technology to fulfill its goals.

An entrepreneur's passion in the future company venture is unwavering. An entrepreneur cannot create a network—which is crucial for his commercial endeavors—without trust. the belief in itself, as well as the confidence of its consumers, staff, and investors. An entrepreneur might increase the viability of his business enterprise using this trust. Without trust, the company will fail.

Self-confidence is essentially the foundation for developing trust. Gaining others' trust is tough for people who lack confidence. Without self-assurance, he won't have anyone else's faith in him. Trust must come from inside, not from outside sources. When we can trust others, others can trust us, and when we can't trust them, they begin to distrust us as well.

According to believe, if business is based on belief, it is similar to religion in that it cannot exist without a basis of belief. As a result, a company's power actually depends in the ethics that will guide it. Profit-seeking is permitted in business ethics, but only when done ethically. A company that doesn't make any money will eventually fail, but once they start coming in, they are no longer just about making money at the expense of other people. He uses the money as a tool to help people, which ultimately helps him serve his God.

3.7 Value simplicity in life and thought

An entrepreneur initially has very basic thoughts, such as how to read possibilities around him and seize them for his commercial endeavors. This way of thinking is straightforward because he sees a straightforward, understandable version of reality in everyday life. Every day he witnesses the reality of the numerous individuals in his immediate vicinity, as well as their mobility and daily requirements in his society. Everything serves as motivation to launch a business [5].

He also wants to make a straightforward profit, therefore he will concentrate on the price differential. Metaphysics, as well as the intricate political dynamics of the country, have nothing to do with it. After being linked to his desire to succeed alone, to reign alone, and to amass his own wealth, that straightforward idea becomes complicated. Many entrepreneurs are reckless and trapped by their passions and aspirations, which causes them to act unethically or in weird ways that make people lose faith in them.

Basically, the simplicity of his life will reflect the simplicity of his thoughts. Simple living helps him keep people's faith in him. Simply put, if one's personal life is simple, one has a better sense of self-worth. He has the ability to accomplish anything and live in luxury even with the profit or fortune he has amassed, yet he chooses not to. His straightforward way of life will further boost people's confidence in him.

A simple life attitude is not only necessary for national leaders and government officials in the midst of a nation's life that is experiencing various economic difficulties and with many unemployment and poverty, but it is also a moral obligation for an entrepreneur who must be able to embody simplicity in his daily life. Luxury lifestyles are not indicative of an entrepreneur's actual nature. Contrarily, a simple outlook on life is a sign of concern for an entrepreneur, especially in light of his tireless efforts to create new jobs in order to lower unemployment and combat poverty in his country.

The fundamental nature of an entrepreneur is one of humility. The personality that informs his understanding that his commercial endeavor will never succeed without the assistance of others [20]. An entrepreneur cannot work alone; therefore, other individuals must always be a part of their business effort. Although an entrepreneur's behavior of others may vary from that of another's, treating others with respect is essential to the success of his commercial operations.

Our nation has the fourth-largest population in the world and is incredibly rich in natural resources. This nation has the potential to be a fruitful environment for cultivating an entrepreneurial culture that will help the country advance on an equal footing with other nations. The reality is, nevertheless, that most of this country's

life is inextricably entwined with poverty and the destitute despite the natural wealth it owns. Therefore, boosting the number of entrepreneurs should be a shared responsibility between the government and the private sector because doing so will considerably reduce the issues of unemployment and poverty [21].

3.8 Comprehend honesty

We often hear people ask what honesty entails. Some even contend that sincerity is no longer necessary, particularly for an entrepreneur who faces intense competition every day. For an entrepreneur, trust and honesty go hand in hand. Without honesty, it is impossible to gain and keep trust.

An entrepreneur's integrity is put to the test when competing economic, political, or power interests are involved. To become a free individual, an entrepreneur must rid himself of controlling interests. An entrepreneur works on their own, not as an employee of a government agency, business, or institution, where his sincerity is motivated by a desire to protect himself or find safety, as telling the truth would jeopardize his life's most important power interests.

Entrepreneurs who have an honest attitude are honest with their customers regarding the caliber of the products they supply. There is no product fraud or lowering of quality in accordance with criteria provided. Since everything has transparent standards that can be tracked, an honest businessperson won't pretend that a subpar product has improved. Being honest means upholding one's commitments to God, one's country, and society. honesty with their business partners, who are also their business partners, by not falsifying the facts in their company ventures, in order for the business partnership to last for a long time.

True trust is embodied in honesty. Honesty follows naturally from trust. If there is no honesty, trust will be destroyed. Religion compels its practitioners to have an honest attitude since they are aware that God is not asleep, sees all he does, and cannot be tricked. The same goes for a businessperson who believes that honesty is essential to earning trust. The trust he gains is just momentary because it is not founded in honesty. Basically, lying cannot be used to manipulate trust.

3.9 Understand the meaning of worship

It's not an option to be impoverished. If everyone had the option of being poor or not, it appears that nobody wants to be poor [22]. There are no religious doctrines that instruct their adherents to live in poverty [23]. Religion merely puts pressure on people to remember their religious commitments and care for others, especially the poor, even when they are wealthy. Wealth must be expressed gratitude for by helping the less fortunate and strengthening one's commitment to religion [24].

Enjoying one's wealth and financial resources is merely a transient and fleeting experience. Wealth and money cannot prevent death or postpone it by a few hours. Additionally, wealth and money are not put to death. Even if there is wealth and money in the tomb, robbers will dig it up and steal the items, and the deceased cannot protect it.

An entrepreneur is aware of the limitations of his wealth and financial resources. Due to this, a religious entrepreneur typically regards wealth and money not as his ultimate aim in life but rather as a means of completing his religious duties. This is why wealth and money are frequently referred to as means of better carrying out religion. His objective is to glorify his God, not by offering him wealth and money, for God has no need of either. No matter how much money or fortune someone has, before God they are still merely impoverished.

The manner in which riches and money are amassed and put to use, rather than their total amount, is what can be dedicated to God. In religion, means and ends must be used consistently as a unit. An entrepreneur will attempt to amass wealth and cash in on ethical means by inspiring himself to work hard. He makes effective use of everything he receives in order to address his societal issues. Good means are necessary for a good objective [25].

In the end, man will come to understand the boundaries of his life, the boundaries of the wealth and money he earns, the boundaries of his capacity to acquire and enjoy them, the boundaries of the time in which a person lives and spends his or her limited time, which only lasts between birth and death, the boundaries of the place

where a person sets his or her foot, and the boundaries of the finite stomach. Transcendental awareness will be promoted by reflecting deeply on the realities of life and death that cannot be avoided [26].

An entrepreneur who possesses transcendental awareness is aware of God's existential presence in his life. Although an entrepreneur's perception of God may differ from that of another's, in general, they see wealth and money as not the ultimate aim of life. His wealth and money are contributed to social and humanitarian causes in accordance with God's will in order to honor his God. From there, an entrepreneur gives his wealth and financial success in life purpose.

4 Conclusion

According to the study's findings, an entrepreneur should possess nine of these qualities. An entrepreneur is essentially a thinker, as may be inferred from these many traits. To address societal needs, the world of entrepreneurship constantly demands that it move forward and generate new discoveries. Therefore, the outcomes of the previous thought process must be able to produce new ways for solving difficulties, better understand the essence and existence of an entrepreneur, and withstand testing. That is, while profit is a byproduct of the benefits that are produced, it is not usually an entrepreneur's primary focus. This outcome must be founded on an entrepreneur's essence and presence as a target of worship in his entrepreneurial dimension. On the other side, it's critical for an entrepreneur to map the conceptual framework of consumer behavior in business psychology. In order to foster the circumstances for a wealthy and contented society, this is an attempt to serve the community, country, and state. Evidently, from a psychological perspective, the essence of entrepreneurship and business is not just being able to survive and be sustainable, flexible, or is it a firm that is only for profit. In other words, a businessperson needs to be able to see that every company has a duty to contribute to society.

In the formal subject of entrepreneurship, this study can be cited or utilized as a source of information. Additionally, it is strongly advised to apply it to every single character that will be or is already an entrepreneur. Because improving one's life for oneself, one's family, and God's other creations as social beings can never be started too late.

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