

Self-Potential Development with the Implementation of Islamic Edupreneurship: Piety, Creativity and Innovation

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Abstract: This research aims to explore self-potential in the context of Islamic Edupreneurship that integrates the values of piety, creativity, and innovation. Islamic Edupreneurship focuses on the development of entrepreneurship in line with Islamic law, integrating religious values with modern business principles. Piety acts as a moral foundation that encourages individuals to act honestly and ethically, while creativity and innovation are key in creating products and services that benefit society. This research uses a qualitative approach with a literature study, reviewing various relevant literature to understand how self-potential can be developed within the framework of Islamic Edupreneurship. The results show that holistic self-potential development, covering spiritual, emotional, and intellectual aspects, is the key to creating excellent and highly competitive individuals in a competitive business world.

Keywords: Self-Potential, Islamic Edupreneurship, Piety, Creativity and Innovation

Abstrak: Penelitian ini bertujuan untuk mengeksplorasi potensi diri dalam konteks Islamic Edupreneurship yang mengintegrasikan nilai-nilai takwa, kreativitas, dan inovasi. Edupreneurship Islam berfokus pada pengembangan kewirausahaan yang sejalan dengan syariat Islam, memadukan nilai-nilai keagamaan dengan prinsip-prinsip bisnis modern. Takwa berperan sebagai landasan moral yang mendorong individu untuk bertindak jujur dan etis, sementara kreativitas dan inovasi adalah kunci dalam menciptakan produk dan layanan yang bermanfaat bagi masyarakat. Penelitian ini menggunakan pendekatan kualitatif dengan jenis studi kepustakaan, mengkaji berbagai literatur yang relevan untuk memahami bagaimana potensi diri dapat dikembangkan dalam kerangka Islamic Edupreneurship. Hasil penelitian menunjukkan bahwa pengembangan potensi diri yang holistik, mencakup aspek spiritual, emosional, dan intelektual, adalah kunci untuk menciptakan individu yang unggul dan berdaya saing tinggi dalam dunia bisnis yang kompetitif.

Kata Kunci: Potensi Diri, Islamic Edupreneurship, Takwa, Kreativitas dan Inovasi

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A. Introduction

The role of Islam in following the progress of science and technology is basically twofold. First, it is to become Islamic Aqidah as a paradigm of science. This is the paradigm that Muslims should have, not the secular paradigm as it exists today. This does not mean making Islamic Aqeedah the source of all kinds of science, but rather a standard for all kinds of science. Second, establishing Islamic Sharia (which is born from Islamic Aqidah) as the standard for the utilization of science and technology in daily life. Science and technology without an Islamic perspective will lead to chaos, both physically and non-physically (Andi Ombong Sapada, 2020). Islam strongly encourages its followers to become entrepreneurs who are not only oriented towards the world, but also have an orientation towards the hereafter in order to have a balanced concept in living life according to the guidance of the Al-Quran (Ahmad Mahfud Arsyad, 2023). Islam has a very important role in human life as the basis for all knowledge that develops in society. One of them is Islamic edupreneurship. Islamic edupreneurship is an important part of education to realize freedom in entrepreneurial activities.

There are three stages of edupreneurship implementation: first, imitating and duplicating; second, duplicating and developing; and third, creating new and different products. Implementation becomes systematic, effective, and targeted because of these three steps. If connected with the word Islam, then the concept of Islamic Edupreneurship is how entrepreneurial activities have Islamic values and as much as possible run according to existing sharia (Assingkily & Rohman, 2019). Entrepreneurship education centers on educating, guiding, and assisting children to have the character needed to see opportunities and solve problems in their lives (Sriyanti, 2021).

Facing the era of globalization, the quality of human resources is an important factor in economic development. The role of Islam as a comprehensive religion offers moral and ethical guidance that can be integrated in entrepreneurship. The concepts of piety, creativity and innovation in Islam provide a strong framework for sustainable self-development and business. By instilling religion from an early age, the potential

within can also develop and become a human provision that can later be used in entrepreneurship in the Islamic concept (Munirah, 2019). The entrepreneurial spirit in the younger generation can be fostered through a learning system of learning activity programs that are suitable for the younger generation (Retno Cahyaningati, Fauzan Muttawin, 2022).

Piety, as the core of Islamic teachings, encourages individuals to always act with integrity and responsibility. In the context of edupreneurship, piety can be the main driver for honest and ethical endeavors. Creativity and innovation are key in facing global challenges and competition. In the Islamic perspective, creativity is a gift that must be developed and used for the benefit of the people. Innovation in education can bring significant positive changes, improve the quality of learning, and open up new opportunities (Maimun & Munawir, 2022). Islam teaches each of its people to do entrepreneurship based on sharia and stay away from non-halal business paths in order to get blessings as a form of piety (Putra, 2021).

Self-potential that is developed through an Islamic approach can produce superior and highly competitive individuals. Edupreneurship in Islam emphasizes the importance of holistic self-development, including spiritual, emotional, and intellectual aspects. In this case, it also includes the aspect of blessings obtained as a sign of the success of a business. The blessing in the form of love from God creates inner peace and encourages physical happiness (Zaelani, 2022).

Similar research has been conducted by Andika et al with a focus on how creativity influences entrepreneurial interest in santri and santriwati in a boarding school. The results showed that religious values encourage entrepreneurship in boarding schools, and entrepreneurship is based on Ibadah (worship to Allah SWT) and Khidmah (piety to mankind), where all business and economic activities are carried out with the aim of worshiping Allah SWT and for physical happiness (Andika Isma et al., 2023). That means in entrepreneurship must also pay attention to Islamic values in order to get blessings. In the concept of Islamic edupreneurship, achieving the blessing of life is a concept that refers to the way a person views and approaches life and how they explore their potential and achieve the blessing of life in the context of Islamic Edupreneurship.

B. Research Methods

This research uses a qualitative approach with a type of library research. Library research is a type of research that studies various reference books and previous research findings that are useful for building the theoretical foundation of the problem to be studied. (Sari & Asmendri, 2020). In this research, data collection is carried out by searching for sources such as books, journal articles, documents related to the topic of discussion and understanding and studying theories from various literatures related to the topic of Islamic Edupreneurship.

C. Result and Discussion

Islamic Entrepreneurship is a combination of two words from the words entrepreneurship and Islam. In terms of terms, entrepreneurship is a creative effort to make something that does not exist into existence in order to produce value and can be enjoyed by everyone. Entrepreneur is interpreted as someone who likes change, conquering various business findings can identify himself and differentiate himself from others, create added value, and fulfill and realize the value of benefits for himself and others. In education, it is common to use the term edupreneurship, but the essence of the meaning is the same. Therefore, when the words "entrepreneurship" and "Islam" are combined to form "Islamic entrepreneurship", it can be understood as an innovative effort to create value that has not existed before and can be enjoyed by everyone in accordance with Islamic teachings. Islamic entrepreneurship is a process of making goods and services in accordance with Islamic rules by using effort, creativity, innovation, management, communication skills, and passion to make something new and different while making a profit (Utomo et al., 2021).

One very important component of education to achieve self-reliance is Islamic edupreneurship. It can help achieve four types of self-reliance: self-reliance in controlling emotions, self-reliance in managing needs, self-reliance in coping with problems, self-reliance in socializing and relating to others. Islam strongly encourages entrepreneur in its people (Raudah & Nuri, 2022) For a Muslim, the spirit of entrepreneurship must be part of his life and life. Islam commands its followers to work and do charity, as mentioned in the Qur'an Surah At-Taubah verse 105:

وَقُلْ أَعْمَلُوا فَسَيَرَى اللَّهُ عَمَلَكُمْ وَرَسُولُهُ وَالْمُؤْمِنُونَ وَسَتُرَدُّونَ إِلَىٰ عَالِمِ
الْغَيْبِ وَالشَّهَادَةِ فَيُنَبِّئُكُم بِمَا كُنتُمْ تَعْمَلُونَ

And say, "Do [as you will], for Allah will see your deeds, and [so, will] His Messenger and the believers. And you will be returned to the Knower of the unseen and the witnessed, and He will inform you of what you used to do."

The verse contains motivational sentences that can inspire someone to want to be an entrepreneur because it is considered worship and many benefits. According to Nana Herdiana Abdurrahman (Utomo et al., 2021), There are several important elements of entrepreneurship that synergize and are interrelated, namely:

- 1) The element of thinking power. Where a person's thinking power, knowledge, intelligence, intellectual, cognitive increases the level of reasoning. The level of thinking that a person has is the initial capital for every entrepreneur to be successful.
- 2) The element of skill. Where an entrepreneur cannot possibly rely on thinking alone. Work is only tangible when accompanied by action. Skills are physical actions to carry out a job. The results of that work can be realized in a work in the form of a product or service. Skills are needed by anyone, including professional business people.
- 3) The element of advanced mental attitude. Where success can be achieved when there is a synergy between thinking, skills, and a forward mental attitude. This mental attitude is an absolute requirement for one's success.
- 4) The element of intuition. Where intuition plays an important role, especially in generating motivation. Intuition is something abstract, difficult to describe and often becomes reality.

Self-potential is the power, energy, or ability that exists within a person that has not been fully utilized. Self-potential can be in the form of physical strength, character, interests, talents, intelligence, and values that are contained within a person but have not been processed or fully utilized (Khuzaimah & Wan, 2022) The trigger for the development of potential in the concept of Islamic Edupreneurship in each individual is not the same, this depends on how the background of the emergence of the

entrepreneurial spirit in him (Halil, 2021). The potential that is developed is in line with the demands of an increasingly advanced era (Arwin, Vebri Sugiharto, 2023).

Potential can briefly be defined as an ability that has the possibility to be developed. Exploring one's potential involves the process of exploring and understanding oneself, including strengths, weaknesses, interests, and personal values. Exploring self-potential is an important step in self-development that allows a person to recognize his talents, discover his interests, and optimize his potential. According to Nana Herdiana Abdurrahman, there are seven characteristics of identity inherent in a person who belongs to Islamic edupreneurship (Utomo et al., 2021).

1) Leadership

These attitudes and traits are useful for influencing and directing others to achieve a predetermined goal. Being a leader must have an attitude of responsibility to be a facilitator, inspirer, motivator to others. A leader must also have the ability to make good decisions and also overcome problems and challenges.

2) Innovation

Having new innovations or being able to create ideas, products, methods that are far more effective and efficient that can be applied in entrepreneurial activities is a characteristic that must be highlighted by an entrepreneur in order to be able to compete with other markets. Of course, this innovation will increase productivity and competitiveness in the business market..

3) Decision-making method

An entrepreneur must have analytical skills, critical thinking and careful consideration in dealing with problems. This is related to the sustainability of the business that is being built because it has good and bad impacts in the long term.

4) Responsiveness to change

Humans and their surroundings are dynamic. This is what makes an entrepreneur must have a fast and effective ability to adjust to changes in the environment, situation or conditions to maintain a competitive attitude in himself.

5) Work economically and efficiently

One of the principles held by an entrepreneur is to reduce capital as little as possible and get as much profit as possible. Of course this relates to the optimal utilization of resources to get maximum results. Working economically and efficiently aims to maximize productivity by minimizing costs and time required.

6) Vision of the future

An entrepreneur has a picture or aspiration of the state to be achieved in the future. This relates to continued progress and future success.

7) Attitude toward risk

An entrepreneur's way of handling potential threats or uncertainties that may affect the achievement of goals. The attitude shown is balanced between avoiding losses and also pursuing opportunities..

A reference mentions another word for Islamic entrepreneurship, which is the concept of entrepreneurship with the shar'i system. This system refers to the four traits possessed by the Prophet Siddiq, Amanah, Tabligh, Fathanah. The four potentials of honesty, trustworthiness, conveying what is there and intelligence are basically something basic and must be owned by entrepreneurs as a guide to life in running a business. Entrepreneurs who are shar'i and follow the characteristics of the Prophet will be as successful as other entrepreneurs, maybe even more successful than them. This is the key to blessing in Islamic entrepreneurship (Jannah et al., 2018). Islamicpreneurship is an evolution of entrepreneurial practices that allows Muslim businesspeople to apply business ethics and production, distribution, and consumption practices that are in accordance with Islamic teachings. As a result, this business practice focuses not only on generating financial returns, but also on improving productivity and quality to achieve happiness in the hereafter (Makhrus & Cahyani, 2017).

Islamic Edupreneurship is one of the alternatives in dealing with the problem of unemployment, where students are trained to be mentally independent so that they can think about situations in a different way (Sulistia, 2023). Islamicpreneurship education has an important role in helping students gain an understanding and skills about entrepreneurship that is based on Islamic principles. Someone who takes an

Islamicpreneurship course will be more likely to consider practicing good business ethics. They will concentrate on transparency, social responsibility, and the balance between Islamic ethical principles and profit. In addition, the principles of social, human and environmental responsibility are included. In the context of Islamic Edupreneurship, the blessing of life refers to achieving sustainable success and happiness, not only in material but also spiritual aspects. Achieving the blessing of life involves achieving goals that are in line with Islamic values, contributing positively to society, and living in balance between the world and the hereafter (Alfarizi, 2023). The integration of edupreneurship in schools can essentially be a facilitator for students in developing their creativity (Akbar, 2023).

The attitude to life or the potential possessed by individuals, especially business actors, affects the results that will be obtained. Whatever potential is owned, of course, it can still be developed according to the needs and demands in the business. Exploring self-potential is very important and needs to be done to achieve life goals. The potential that is owned has something to do with blessings if used in accordance with the flow. In the concept of Islamic Edupreneurship, it clearly focuses on the methods, ethics, potential possessed by business actors as a bridge to generate profits while still paying attention to Islamic values in order to achieve the blessings of life in the long run. This means that the benefits obtained are not only material, but also spiritual.

The development of self-potential such as piety, creativity and innovation needs to be developed as a form of endeavor or effort from an entrepreneur so that the business being run can achieve success. The potential of an entrepreneur must continue to be honed in order to be ready to face every problem and failure that will be encountered later. That way the mentality of the entrepreneur has been tested.

D. Conclusion

This study concludes that the development of self-potential in Islamic Edupreneurship is very important to create entrepreneurs who are not only professionally competent, but also have integrity and ethics. Piety becomes a strong moral foundation, encouraging individuals to conduct business honestly and responsibly. Creativity and innovation, as essential elements in Islam, enable

entrepreneurs to constantly evolve and create products that benefit society. With a holistic approach, which includes spiritual, emotional, and intellectual aspects, Islamic Edupreneurship can produce individuals who are not only successful in business, but also gain blessings and happiness in life. Islamic Edupreneurship is an approach that combines Islamic values with the concept of entrepreneurship. In this context, attitude to life and exploring one's potential play a crucial role in achieving the blessings of life. The importance of inculcating religious values from an early age is also highlighted as an important factor in the development of self-potential and preparation for entrepreneurship in the Islamic concept. This shows the close relationship between psychology and religion in shaping the character and mentality of a strong entrepreneur. In addition, achieving the blessing of life in Islamic Edupreneurship is not only related to material success, but also spiritual. The concept of the blessing of life in this context refers to achieving goals that are in line with Islamic values, contributing positively to society, and living in balance between the world and the hereafter. The integration of Islamic values in entrepreneurship education is of key importance in developing good business skills, understanding and ethics based on Islamic principles. Overall, Islamic Edupreneurship provides a valuable alternative in solving the unemployment problem by guiding learners to have an independent mentality and creative thinking in accordance with Islamic values. Thus, achieving the blessings of life in Islamic Edupreneurship includes not only material aspects, but also spiritual ones, which can provide sustainable happiness.

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