

# 11.Rev Tnt prosiding Based economic

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## BASED ECONOMIC EMPOWERMENT SANTRIPRENEURSHIP

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### Abstract

The entrepreneurial spirit of the students must continue to be consolidated. It's necessary so that the students could someday be independent, and be a reliable employer. It is expected that the figure will appear formidable businessman students from boarding. The purpose of this study was 1. The multiplier effect is created from santripreniurship activity and its impact on the level of welfare 2. The carrying capacity of schools to the development of enterpreniurship. This research was conducted in 2015. Respondents consisted of 25 students who were interns in the business units in schools. The results of this study explains that processed food products created from santripreniurship activities at the school have the ability to compete. so as to create an open market opportunities and accelerate economic growth. Products supplied have high quality, because it uses clean culture and social responsibility in the production process. Pesantren support enterpreniurship development program for the students, that is, before completing his studies compulsory internship in entrepreneurial unit. Furthermore, economic development in order to create new job opportunities. Required cooperation between universities, local governments and boarding school, suggested the assistance of the college on an ongoing basis.

**Keyword** : economic empowerment, santripreniurship

### I. INTRODUCTION

*Pondok Modern Darul Ma'rifat* (Darul Ma'rifat Modern Islamic School) or known better under the name of *Pondok Modern Darul Ma'rifat Gontor 3* is one of the branch of *Pondok Modern Darusalam Gontor* which located in Sumbercangkring Village, Subdistrict of Gurah in Kediri Regency. This Islamic School built on 6,5 hectare of land.

Entering the areal of *Pondok Modern Darusalam Gontor 3* we will be welcome by a reflection of independent, a typical characteristic of Islamic school. This independency comes in form of many productive economic activities such as: La Tansa, a bread manufacturer business unit, Tofu manufacturer business unit, Noodles manufaturer business unit, Mineral Water business unit, lemonade business unit, herb beverages business unit, Material Shop, School Cooperative Unit (UKK/*Unit Koperasi Kepondokmodernan*), Welfare Cooperative Unit (*KUK/Koperasi Unit Kesejahteraan*), Cow Milking Unit (nursery and making pasteurisation milk in a cup of 200 ml), groceries, student canteen, teacher canteen,

telephone kiosk, printing service, photocopy service, photo studio, La Tansa Central Groceries, and other industries which still at initial phase.

All products from these industries are use to fulfill students necessities in this Islamic School and for the people who live nearby. These productive economy activities run by all teachers as additional assignments for them, and also under supervision of the Headmaster of *Pondok Modern Darul Ma'rifat Gontor 3* as holder of highest authority in this school.

To give a better knowledge in making entrepreneurship activities, the school create training and guidance in areas of good product storage and ways to produce good manufacture product for food in home industry business (CPPB-IRT). Then, in order to expand their marketing networking, the packaging of their products should have interesting performance. Product packaging / performance of the product is important factor for customer in deciding when they must buy a product.

Problems of this research are: 1. How does multiplier effect created from *santripreneurship* activities impacted on welfare level of society in its neighborhood 2. How does the supporting effort of *pesantren* (Islamic School) about the development of entrepreneurship activities?

Purposes of this research are: 1. Explain the multiplier effect that created from *santripreneurship* activities and its impact to welfare level of society in its neighborhood 2. Explain the supporting effort of *pesantren* (Islamic School) about the development of entrepreneurship activities. According to problems and purpose of the research, the writer select a title of Empowering Economy Based on *Satripreneurship*.

## **II. REVIEW OF RELATED THEORIES**

*Santripreneurship* is an entrepreneurship based on *santri* (students in Islamic school). Entrepreneurship in theory has been defined by many experts or business practitioners. One of its definition is made by Drucker (1997) who said that entrepreneurship is an ability to create something new and different (creating something new and different from others or making something that different from its predecessor). While Nurvina Aznam (2010) defines entrepreneurship as a process in making something new and different which useful by adding extra values. These days there are many *pesantren* (Islamic School) pursuit an active role in developing *santripreneurship* by managing lots of potentialities that *pesantren* (Islamic School) have.

*Pesantren* is an education institution based on Islam religion in Indonesia that have a complex structure. Although this school is separated from its surrounding neighborhood,

*pesantren* has been acknowledged as subculture in Indonesia's society, then *pesantren* actual role in solving society problems are really needed including in the area of business and economy. *Pesantren* owns potencies to run the economic wheel by giving an entrepreneurship science to the *santri* (students) which indirectly will lead to strengthening economic pillar through real sector. From the strong bonds between students and alumnus in several regions will make these organizations develop as a competent business network.

*Santripreneurship* gives positive impact on society welfare in its neighborhood. Type of business by this Islamic school which gives the greatest contribution on higher income is business trade (food/drink and souvenirs). Souvenir business is easy to do because only require small budget of capital but can earn large sums of money profit. The next business type that gives significant contribution to society earnings is service business (transportation from bus station to their school) and other business areas (phone kiosk, internet kiosk, ornamental plants, etc).

### **III. RESEARCH METHODS**

This is a qualitative research that was held in *Pondok Modern Darul Ma'rifat Gontor* 3. This school is one of the branch of *Pondok Modern Darussalam Gontor* which located in the village of Sumbercangkring, Subdistrict of Gurah, in Kediri Regency.

This research was held on September to December 2015. The respondents were *santri* (students) who took job training in several business units in this school and people from its surroundings. Samples were taken by random sampling methods. Primary data were collected by in depth interview, giving questionnaire and documentation. This research also use secondary data. Its data analysis using qualitative methods to explain the image of *santripreneurship* activities.

### **IV. DISCUSSION**

According to result taken from in depth interview with respondents there are some information regarding of :

1. Multiplier effect that created from *santripreneurship* activities gives good impact to the welfare level of society who live in its surroundings. Type of businesses by *pesantren* which give greatest contribution to higher income of this society is trade business (food, drink, and souvenirs). To achieve a higher income it will require knowledge about how important Good Manufacture Product in food production for home industry (CPPB – IRT) by upgrading training, assistance, and application of this methods. The expansion of

marketing networking will be useful to learn as an art, then create better packaging/performance of the products. Product packaging/performance is an important factor for customer in deciding whether they are willing to buy or not to buy one product. Product packaging must be informative to attract customer to buy. Therefore, advance knowledge about packaging and labelling of products through training and assistance is needed.

2. The leader of this Islamic School is supporting the development of entrepreneurship activity held by students and teacher of this school. Headmaster of Pondok Pesantren Modern Darul Ma'rifat Gontor 3 as the highest authority is giving opportunity to successor team to find business partners to carry out this activity even further. Then, the headmaster also participate to create certain events to have discussion, consultation, and receive extra knowledge and technology with his successor team.

Then, successor team will give adjustment suggestion according to their expertise. The implication stages are: stage I, approaching by making classes of counseling in a form of question and answer session about content of activities. From this counseling class, the teacher, students, and people who live nearby can have mutual understanding about many benefits from making a quality testing in before and after manufacture one product. Information about GMP and SSOP, packaging performance and the way to register/making a business licence for their businesses. This counselling will be held periodically whether in collective number or individual number. The purpose of this activity is upgrading the motivation of teacher, students and people who live nearby to practise the lessons, giving assistance and direction when this lesson being practiced. The last counselling will be held in the end of this activity as final evaluation to teacher, students and people nearby. Then, stage II will be conducted to assure the teacher, students and people nearby. This stage come in a form of assistance (practice and several items receive after they finished the practice which are:

1. Increase in production capacity,
2. Increase in package performance knowledge plus packaging label that looks informative to attract customer taste,
3. Business licence number for home industry (*P-IRT / Produk Industri Rumah Tangga*) as one of legal requirement that established by Ministry of Health for food products. By having this licence number, its legality has been listed in Health Agency that causing marketing range expand into supermarket, medium store and hypermarket. By

the assistance of proposal team, any business partner will register their home industry licence in *Dinas Kesehatan* (Health Agency) of Kediri Regency.

4. By applying GMP-CPPB IRT in their products, it is a guarantee of no harming substances include inside the product and this product have met the standard requirements. GMP is a manufacturer guide, certain steps that must be fulfilled to produce good qualified products.
5. By applying better marketing management then marketing area which limited only around this school is expected to enlarge or expand its range.

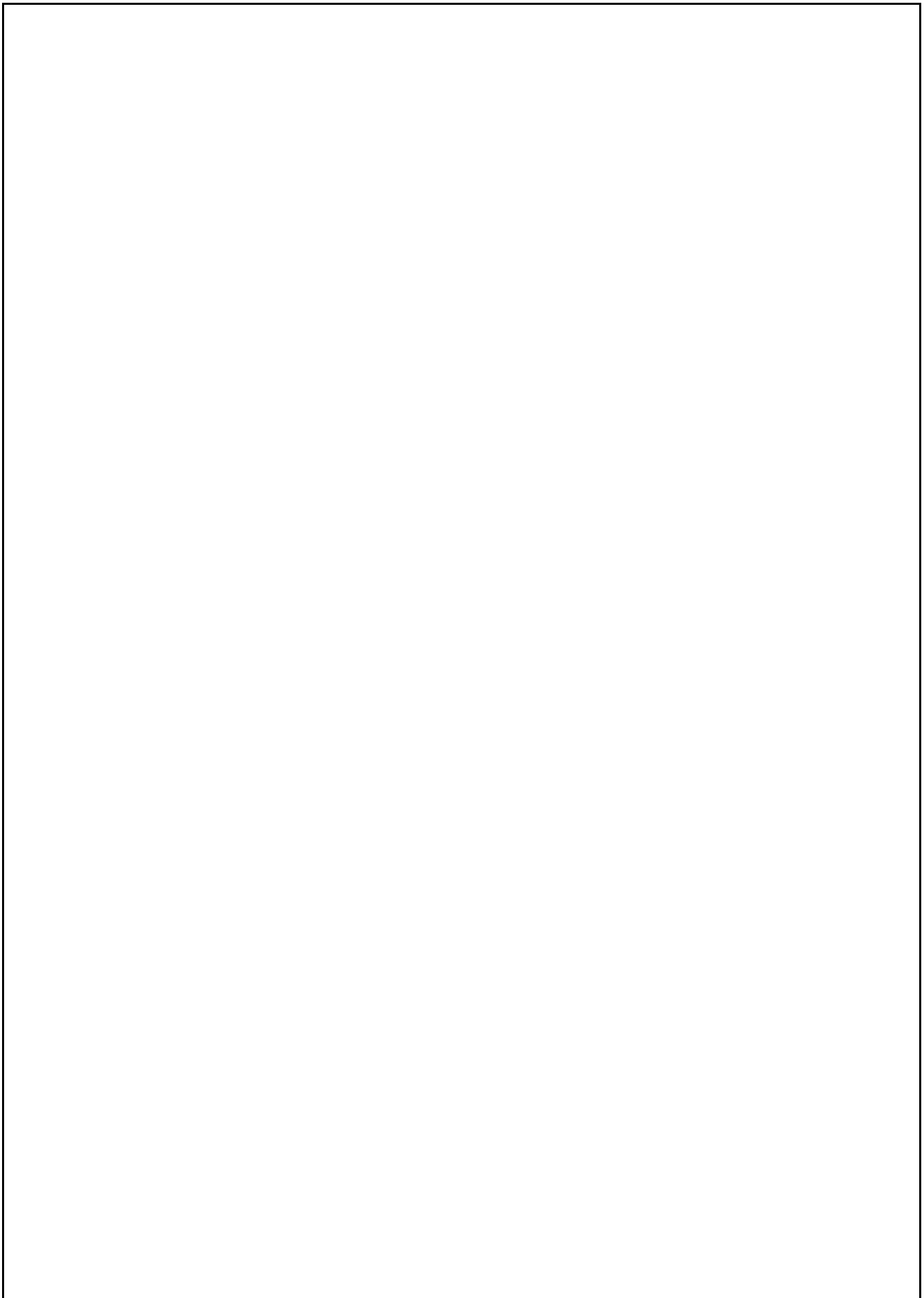
By the existence of mutual integration among many businesses activities from this school then it is expected to be able to enhance business efficiency which as a result will have huge contribution to productive economic activities in Pondok Modern Darul Ma'rifat Gontor 3.

## V. CONCLUSION

1. Multiplier effect that was created from *santripreneurship* activities will give positive impact to welfare level of people who live nearby. Kinds of businesses hold by this Islamic School are giving huge contribution to higher income of people in its surrounding and upgrading the ability of students and teachers in making business entrepreneurship activities. *Santripreneurship* consists of business trade in food, drink, souvenirs, telephone and internet kiosks, ornamental plants, etc.
2. The headmaster of this Islamic School really encourages or supporting the development of entrepreneurship activities held by the teachers and students. *Pesantren* (Islamic School) is one of many educational institution based on Islam religion in Indonesia that has a complex structure. It is acknowledged as subculture among Indonesia society. Then, real movement from *pesantren* in solving many society problems is really needed, including in business and economy matters. Etrepreneurship activities held by *santri* (students) can strengthen economic pillar through real sector.
3. It requires better training to upgrade the knowledge about product storage time by giving every information about standard of quality and the handling of raw materials before and after the product manufacturing.

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