

Building The Spirit of Independent Business Through The Manifestation of Islamic Entrepreneurship (Brain-Mouth-Muscle)

Selamet Hartanto

Dean of The Faculty of Economics,
University of Nahdlatul Ulama' (UNU) Yogyakarta

Abstract

Building an independent business spirit is very important. This entrepreneurial spirit has its own strength in the face of intense competition in the global economy. Therefore, to strengthen the economy of the country in general and to strengthen the family economy in the area of entrepreneurship should be encouraged. To build a spirit of independent business, many models that can be implanted in the soul of a person. Things that should not be abandoned are Islamic values. There are keywords that must be considered 3A, namely amanah, al-akhlak al-karimah, and al Qur'an. In the real entrepreneurship, a man is equipped by God with brain, talk and muscle as the basis for entrepreneurship maximally. Maximizing one of the three, humans are able to survive in entrepreneur contestation. Especially if the three are collaborated into a single unit and used maximally, then the results will also be the maximum and satisfactory.

Keywords: Spirit, Independent Business, Entrepreneurship, Brain, Mouth, Muscle.

Introduction

Building an entrepreneurial spirit, it starts from building awareness that the entrepreneurial spirit can be developed through various means and strategies. Things that need to strongly believe that entrepreneurship is not just a matter of talent, but also the motivation of struggle and a strong desire to realize it.

Building an entrepreneurial spirit for the individual and the descendant who will inherit the ins and outs of life cannot be negotiable. This is very important because this increasingly-modern life gives birth to young people whose orientation is just a job seeker, they do not want to build themselves to become a man who creates jobs for others. This will be more worrisome if all the mindsets of society

are alike. Then it will lead to a lot of unemployment in the process of looking for job that lose in the competition. This condition will cause many social gaps, community diseases, and the spread of crime cases.

To cope with that, it is necessary to encourage the realization of entrepreneur culture. Entrepreneurship is one of the keys to overcome it. Entrepreneurship is a concrete step to ensure the creation of employment.¹ Each year the population growth is increasing. Their lives must always go on and this requires a steady income to cover all the needs in their lives. The entrepreneurship can ensure the creation of employment and the balance will occur.

Encouraging self-sufficiency or entrepreneurship is a must. Entrepreneurship is an inseparable part of human life which is incidentally as a representative of God on earth, to manage and bring the earth to a better direction. The thing to remember is that the way must be in accordance with the guidance in the taught religion. Humans will not be able to advance if they rely on others only. This is clearly stated in the Qur'an, "*Allah will not change a people unless they change themselves.*"²

When contemplated more deeply, human beings can change their own destiny and the creator has given the tools (gift) and the ability to be a mediator to realize the changes for him.

The ability itself is a force that has been conferred and implanted in the souls of every human being. These abilities arise not at once, but through the learning processes. The presence of human capabilities can demonstrate the skill in fulfilling the needs in his life, also show his skills in solving life difficulties.³ Skills and abilities conferred on humans can be summarized in three human body parts that are essential for running entrepreneurship, ie brain, muscle, and mouth.

These three things are very capable of bringing people to the expected changes in their lives. The expected changes are changes that have a positive impact on themselves, the people around them, and the environment around them. Of course, these three things must be accompanied by Islamic values.

¹Hasanah, *Enterpreneurship: Membangun Jiwa Enterpreneur Anak Melalui Pendidikan Kejuruan* (Makassar: Misvel Aini Jaya, 2015), 9.

²Q.S. ar-Ra'd (13):11.

³Muhammad Affandi, "*Menumbuhkan Kemampuan Dasar Kewirausahaan Melalui Penerapan Model Appreciative Inquiry*," *Jurnal Akrab*; Aksara Agar Berdaya Membangun Budaya Literasi, Vol. 7 No. 1, 2016, 54.

Entrepreneurship

Entrepreneurship is the process of creating something new at the value of using time and research effort, taking on the financial, physical and social risks that accompany and receive monetary rewards, as well as personal satisfaction and freedom. Silvia,⁴ in his empirical study found that entrepreneurship is divided into two components, namely entrepreneurial traits and entrepreneurial skills. They have no significant effect on the intentions of entrepreneurship, but Hasan and Wafa⁵ revealed that the risk taking propensity which is one of entrepreneurial character is significantly related to the intention of becoming an entrepreneur. Furthermore, Hamidi, Wennberg, and Berglund add that there is a strong influence between creativity that is part of entrepreneurial skills and entrepreneurial intentions.

Tasmara,⁶ stated that the spirit (mental) of entrepreneurship has the characteristics of ten 10C: *Commitment* (strong intention), *Confident* (trust in the ability that exists in him), *Cooperative* (open to cooperate with anyone), *Care* (care against very small things), *Creative* (never satisfied with what has been achieved and always strives to keep on growing, creativity tends to increase if situation gets worse), *Challenge* (see difficulty as challenge and lesson for more advanced), *Calculative* (always based on mature calculation in every step), *Communication* (clever communicate and influence others), *Competitiveness* (likes to face other competitors) and *Change* (always crave for better and advanced change). The characteristics of successful entrepreneurs are as follows:⁷

1. Initiative and always proactive. This is a fundamental feature that entrepreneurs not only wait for something to happen, but first start and seek opportunities as pioneers in various activities.
2. Achievement-oriented. Successful entrepreneurs are always pursuing better achievements than their previous achievements. The quality of products, services provided, and customer satisfaction are the main concerns. Every time all business

⁴ Silvia, "Pengaruh Entrepreneurial Traits dan Entrepreneurial Skills Terhadap Intensi Kewirausahaan (Empirical Study of The Impact of Entrepreneurship Education on Students in University of Kristen Petra, Surabaya)," *AGORA*, Vol. 1, No. 1, 2013, 12.

⁵R.A. Hassan and S.A. Wafa, "Predictors towards Entrepreneurial Intention: A Malaysian Case Study," *Asian Journal of Business and Management Sciences*, 1 (11), 2009, 01-10.

⁶Toto Tasmara, *Membudayakan Etos Kerja Islami* (Jakarta: Gema Insani Pers, 2002), 67.

⁷Kasmir, *Kewirausahaan* (Jakarta: PT Raja Grafindo Perkasa, 2007), 27-28.

activities are always evaluated and should be better than before.

3. Dare to take risks. This is a trait that must be owned by an entrepreneur whenever and wherever, whether in the form of money or time.
4. Responsible for all activities, both now and in the future. The responsibility of an entrepreneur is not only in terms of material, but also moral to various parties.
5. Commitment to various parties is a trait that must be upheld and must be kept. Commitment to do something is an obligation to be fulfilled and realized.
6. Develop and maintain good relationships with various parties, whether directly related to the business or not. Good relationships, among others are: customers, government, suppliers, and the wider community.

Competence needs to be owned by entrepreneurs as well as other professions in life. This competence supports it towards success. Bradstreet Business Credit Service (1993) suggested 10 competencies that must be owned, namely:⁸

1. *Managing finances effectively*, i.e., the ability to manage finance effectively and efficiently, to find the source of funds and use it appropriately, and control it accurately.
2. *Managing time efficiently*, i.e., the ability to manage the time as efficiently as possible, organize, calculate, and keep time as needed.
3. *Managing people*, i.e., the ability to plan, organize, direct/motivate, and control the people in running the company.
4. *Satisfying customer by providing high quality product*, i.e., the ability to give satisfaction to the customer by providing goods and services that are qualified, useful, and satisfying.
5. *Knowing how to compete*, i.e., knowing the strategy/how to compete. Entrepreneur must be able to reveal SWOT (strength, weakness opportunities and threat) of himself and competitors. He must use SWOT analysis against himself and his competitors.
6. *Copying with regulation and paper work*, i.e., making the rules/guidelines explicit.

Besides the characteristics and competencies above, entrepreneurship must be based on Islamic values. One of them is

⁸Triton PB, *Entrepreneurship: Kiat Sukses Menjadi Pengusaha* (Yogyakarta: Tugu Publisher, 2007), 137-139.

amanah. *Amanah* is the opposite of *khiyanah*. *Amanah* etymologically is the basis of security, meaning peace of mind and loss of fear or worry. *Amanah* is a term for human security.

Amanah terminologically is to exercise all rights (obligations) and keep it. *Amanah* can also be interpreted by maintaining the sanctity of self in distributing the treasures of others, firm stance in maintaining the purity of self with all the power from turning and toward the forbidden, also return the goods deposit to the owner.

According to al-Kafawi, everything required by Allah to His servants is *amanah*, like prayer, zakat, to pay the debt, keep a deposit, and harbored secrets of others known. Thus, *amanah* has very broad meaning, not just confined to one understanding. As stated in Surah an-Nisa': 58, in the verse, *amanah* defined globally. Mufassir on the verse use rules 'umumullafdzi laa bikhusuissabab (he means global, not adjusted for special causes). In that paragraph, to fulfill *amanah* to a professional and fair in judgment there is interpretaton by doing politics and state administration that and managing all areas for the good sake. Allah says:

إِنَّ اللَّهَ يَأْمُرُكُمْ أَنْ تُؤَدُّوا الْأَمَانَاتِ إِلَىٰ أَهْلِهَا وَإِذَا حَكَمْتُمْ بَيْنَ النَّاسِ أَنْ تَحْكُمُوا
بِالْعَدْلِ إِنَّ اللَّهَ نِعِمَّا يَعِظُكُمْ بِهِ إِنَّ اللَّهَ كَانَ سَمِيعًا بَصِيرًا

58. Indeed, Allah commands you to render trusts to whom they are due and when you judge between people to judge with justice. Excellent is that which Allah instructs you. Indeed, Allah is ever Hearing and Seeing.⁹

Amanah is part of *al-akhlak al-karimah*. *Akhlak* itself is the nature inherent in the soul of a person who makes it easy without much consideration again. *Akhlak* can also mean a trait that is embedded in a person's soul and that nature will arise every time he acts without feeling difficult because it becomes a daily habit. *Al-akhlak al-karimah* are all good and righteous deeds and appear by themselves because they are accustomed, in accordance with the teachings of Islam. Purpose of the Prophet Muhammad on earth is to perfect *akhlak*.

إنما بعثت لأتمم مكارم الأخلاق

"Indeed I was sent on Earth to perfect *Akhlak*."¹⁰

⁹Q.S. an-Nisa' (4): 73.

¹⁰HR. Muslim.

Akhlak of the Prophet Muhammad is Al-Qur'an. Allah SWT says, "And indeed you are truly a virtuous character".¹¹

Therefore, in addition to the characteristics of interpreneur and competence that must be owned by interpreneur, it should be based on the most important thing for Muslims; at least remember 3A, namely *amanah*, *al-akhlak al-karimah*, and *al-Qur'an*.

The Urgency of Entrepreneurship

Entrepreneurship is an important issue in the economy of a developing nation. The progress or decline of a nation's economy is determined by the existence and role of this entrepreneur group. Lots of entrepreneurial benefits for the community, among others, are:

1. Increasing the capacity of the workforce, thus reducing unemployment.
2. As a generator of environmental development, the field of production, distribution, environmental maintenance, and welfare.
3. Being a superior person who should be emulated, because as an entrepreneur who is fulfilled, honest, courageous, life does not harm others.
4. Giving examples of how to work hard, but not to forget the commandments of religion, and close to God Almighty.
5. Always respecting the prevailing laws and regulations, striving to always maintain and build the environment.
6. Trying to provide assistance to others in the field of social development, in accordance with his abilities.
7. Trying to educate employees to be independent, disciplined, honest, and diligent in the face of work.
8. Living by not spree and not wasteful.
9. Maintaining the harmony of the environment, both in association and environmental hygiene.

The description on the points above shows that entrepreneurship plays an important role in developing and sustaining stability in a region, overcoming the problem of unemployment, overcoming environmental problems, discipline, obeying the law, to the spiritual realm. It means growing entrepreneurial spirit in the generations of the successor of the nation cannot be negotiable.

¹¹Q.S. al-Qalam (68): 4.

Brain, Mouth, and Muscle

A healthy body is the most important thing in everyone's life. With a healthy body, people can carry out their daily activities. The healthy body allows a person to work optimally. When working, someone used whole organs, especially the brain, mouth and muscles to work.

These three components are needed in running the business. They are God's gift to humans. By using just one, humans are able to run entrepreneurship to fulfill their living needs. Especially if you can combine all three, it will be even more powerful results.

In the area of entrepreneurship and entrepreneurship, all three have an important role. By brain, humans can create brilliant ideas, innovations, and create entirely new concept. Who does not know Albert Einstein. One of the things that once he made was Imagination is more valuable than the science of logic that will take you from A toward B, Imagination will take you everywhere. Imagination exists only in the brain. With imagination, inventions produced by the brain are very beneficial to mankind. Without the imagination, the human race will never enjoy such thing as light, electricity, aircraft, and others.

1. Brain

When a person works, the brain has a very big role, especially if the job requires serious thinking, such as educators or teachers, architecture, administrative staff, accountants, and so forth.

The command to use the brain in the Qur'an is such as "*Afala ta'qilun,*" "*Afala yatafakkarun,*" "*Afala yatadabbarun,*" "*la'allakum ta'qilun,*" "*la'allakum yatafakkarun*" and others. This is the crucial point that distinguishes between humans and animals.

In the economy, people can read the opportunities which Allah gives to them. People who can read the opportunity will get ideas, and the ideas are expensive. There are so many examples that the ideas are so expensive and valuable that the owner of the idea patents the idea. Then after having the idea, realize the idea. Because many people who already have ideas are afraid to run the idea.

Realization is that people have brilliant ideas that are beneficial to human beings, and then just imagine how good that is owned. If there are people who have a business idea and run it, then how many people would live from the business? How many people are

employed in the business? How many people whose needs are met for the business? How many people are happy with the business? This makes the idea of the brain that is very valuable.

2. Mouth

An important organ of the human body is the mouth. In the entrepreneurial world, the role of the mouth is also a very valuable capital. In the history of Islam, the art of sound coming out of the mouth is highly appreciated such as *Adzan*, *Qira'ah*, poetry and so forth.

In the industrial world too, many people use the words (mouth) as their profession. Many people are looking for a livelihood through voice for example singers, emcees, commentators, comedian, and others. In the boxing world, all boxing fans must be familiar with Michael Buffer with his slogan *Let's get ready to rumble ...* Until he insures his voice.

In the world of services and trade, a mouth is very important in marketing its products. An attractive offer will attract many consumers as well. How do people trade just silent without offering merchandise? How do people with creative ideas never put their ideas into words? From this, the mouth becomes an art in the industry.

Without material capital, man can live by using Allah's gift a mouth. An example is the brokers who become agents in selling the property of others. The mouth is one of Allah's incredible blessings, therefore "the favor of god which we will deny" in the application of course with the right way. No lie in selling, no exaggeration, talking as it is but as interesting as possible.

3. Muscles

Muscles play an important role in the entrepreneurship world. Many people who earn a living need through the favor namely muscle (strength). By using the muscles only, humans are able to provide for themselves and others. See the farmers, masons, coolies, Pedi cab drivers, and others; they survive by relying on their muscles. Many people are helped by the farmers with their crops. Many people are helped by construction workers in building houses, offices, schools and others. This suggests that the muscles also play an important role in the economy, both the micro and macro level.

This is in line with the *hadith* of the Prophet Muhammad SAW, “A physically strong Muslim is better and more beloved to Allah than a physically weak Muslim.”¹² From the *hadith*, a person who can live independently is more beloved. One of his life’s independence is to rely on physical muscles. A prayer of a physically strong Muslim is easier than a prayer of a physically weak Muslim. It also occurs in the search for good luck, the strong and perfect person physically will be easier to open and look for opportunities in the work.

Basically the brain, the mouth, and the muscles have a very close relationship. If a person suffered damage to the brain or spinal cord, it will lose the ability of motoric (paralysis) such as standing, walking, gripping, reaching, and talking. This inability may cover part or all members of gestures. With the healthy brain, mouth and muscle, a person will be able to work well, so that he can survive and meet his economic needs well.

As noted above, each one of the three gifts of Allah has been able to support people to live worthily in this world. Especially if all three are accumulated into a single entity in entrepreneurship, then the results will be amazing.

Conclusion

Allah actually has provided human to run entrepreneurship. The supplies are brain, mouth, and muscle. All three will bring humans, who maximize one of the three to lead to the desired welfare. By maximizing these three organs in the entrepreneurship world, it is expected to be a solution for the nation’s problems. Entrepreneurs who maximize brain, mouth, and muscle must be based on Islamic values. Islamic values must be in entrepreneurs. When these values are already in the entrepreneurs, then what happens is the good for all people, the environment, even to the welfare of the global community.

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