Application of Entrepreneurial values Rahmatan Lil'alamin through the Islamic Boarding School Incubator and Supporting the Independence of Islamic Boarding Schools (Case Study Islamic Boarding School Sunan Drajat)

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ABSTRACT: Islamic Boarding School Sunan Drajat (PPSD) is a boarding school that has many business activities, in this institution there is also a Business Incubator as a support institution for economic empowerment of PPSD, especially in terms of training and business management. The purpose of this research is to find out how to cultivate the spirit of entrepreneurship rahmatan lil alamin in IBP PPSD students and how to design the proposed ERA model through IBP PPSD which can build independent character of students. This research uses action research method. The results showed that the formation of ERA in PPSD was formed through formal, informal educational institutions and IBP PPSD with light patterns. The proposed ERA model through the IBP PPSD produced in this study is a model that is built through the first three stages of the socialization of human resource recruitment input, the second is the incubation process through start-up, stability, total quality management, growth and development, and real business synergy. output, namely the results that will be obtained from the application of the model is the character of independence of students who have six indicators of taqwa, halalan thayyiban, not being extravagant, applying the nubuwwah nature of the prophet, uswatun hasanah kiyai, and promoting welfare

Keywords: Entrepreneur Rahmatan Lil'alamin, Islamic Boarding School Business Incubator, Sunan Drajat

I. INTRODUCTIONS

The Islamic boarding schools that have the potential to develop IBP is the Sunan Drajat Islamic Boarding School (PPSD) in Lamongan. PPSD was established again in 1977, PPSD has experienced very rapid development and in 2016 PPSD had 12,000 students with a land area of 140 hectares (PPSD Profile, 2016). PPSD is an independent Islamic boarding school with relatively affordable costs, namely: student tuition fees for one month of Rp. 75,000 and food allowance for students of Rp. 150,000 / month for two meals. Of the total number of students, 25% of the students received free scholarships for the poor (interview with PPSD leaders, November 2016). To meet the needs of Islamic boarding schools, teaching and learning facilities and infrastructure, land expansion, and physical development of the PPSD, PPSD established and managed several business units, including: PT. Sunan Drajat Lamongan (PT. SDL), CV. Aydrate, printing shop, convenience store, “Sunan” noni juice, Persada Television, Persada Radio, Sunan Drajat Restaurant, chicken and goat farms, bookstores, laundry, canteens, convection, and so on. With this business support, PPSD continues to develop sustainable Islamic boarding schools.

In general, PPSD has several economic potentials, economic potential (it has many business units that can be used as direct practice places for students), secondly institutional potential (IBP is available and complete infrastructure, although there are still many business institutions that are managed simply), the third is the potential of human resources (a large number of students and alumni who have spread in various regions in Indonesia, and are obedient and ready to be destitute for the sake of religion).

Seeing the many potentials of the pesantren, the potential of students, alumni, the community, PPSD infrastructure, stakeholder alignments in fostering ERA and pesantren independence, government sides, pesantren noble values, and other potentials, it would be a pity if this potential was not optimized. Optimizing the potential of the pesantren will be well managed by means of the Pesantren Business Incubator (IBP). This IBP will be a forum to foster a spirit of independence for students in order to build ERA. IBP PPSD was launched in October 2016, is under the management of the Department of Economy PPSD division of HR
development. In producing ERA students, IBP collaborates with PPSD business units as a means of direct business practice. Apart from that, the IBP PPSD also has several stages, curricula, and an IBP development roadmap. It is hoped that when the students graduate and return to society, they are ready to apply their knowledge, skills and experience, especially about ERA that they have acquired while being a student at PPSD. The ERA PPSD model that is expected in this study is an ERA that has a strong leadership spirit, is innovative, hard-working, has good management knowledge, processing techniques and business development, and has broad and visionary insights, with a heart that remains subject to Allah SWT. The main character of ERA is that it is ready to play the role of khalifatullah and abdullah on earth, namely to become an entrepreneur who is ready to work hard because of Allah SWT, who in every business process always applies sharia principles, and the results of his work are not only for himself, but for the benefit of the people. The nature of being ready to fight and ready to be destitute for the ummah, being able to become a bright light for the environment, shining because of the light and ready to benefit the people, all of this can be realized because PPSD has santri who are very obedient and willing to work hard and are ready to be destitute for the sake of religion. (January 2017).

Meanwhile, PPSD's potential in printing ERA has not been well and optimally explored (observation, 2016). In-depth studies are needed to optimize the development of pesantrren business potential in growing ERA by optimizing the functions of the IBP. This research is interesting to discuss because it discusses the management of Islamic boarding school business potential in growing ERA through IBP, steps in growing ERA, IBP management, which combines the business potentials of PPSD in order to have optimal output in creating ERA and supporting the independence of the pesantrren. The existence of research on the management of pesantrren business potential in creating ERA through IBP is expected to be a driving force for the glory of pesantrren as an independent and independent Islamic education institution, social and economic institutions, institutions that produce cadres of national leaders and the pesantrren will repeat the glory of Islam. Based on the background of the problem and seeing the potential of the pesantrren, in this case the researcher formulates several research questions as follows:

1. How to cultivate an entrepreneurial spirit rahmatan lil alamin in IBP PPSD students?
2. How is the proposed Pesantrren Business Incubator governance model that is good in order to produce santri who have an ERA spirit that can be applied in PPSD?

II. LITERATURE REVIEW

Islamic Boarding School is an educational, social and cultural institution as well as a reflection of the growing Islamic economy in Indonesia. The pesantrren inherits and maintains the continuity of the Islamic tradition that was developed by scholars and chaplains from time to time and its initial establishment is estimated to be around the 10th century AD (Sunyoto, 2015: 60). Rofiq (2005: 13) says, Islamic boarding schools have been recognized as educational institutions that have contributed to the intellectual life of the nation. Currently, the contribution of pesantrren to national development occupies a very important position (Rofiq, 2005: 12). However, history also notes that the potential and strength of pesantrren is not without obstacles, disturbances or weaknesses, especially during the colonialism era, pesantrren experienced many negative waves. The noble values of monotheism, self-sufficiency in life through self-fulfillment, the spirit of trade that was previously instilled by walisongo, was weakened by the colonialists because it was very contrary to the principles of colonialism, monopoly and exploitation.

Slowly and steadily the progress of Islamic boarding schools begins to be hampered, this effect is still being felt today, the doctrine of the impression and branding of Islamic boarding schools as marginal, unqualified education, even the lower classes are still in the minds of some groups of society (Dhofir, 2015: 72 ). Even though Islamic boarding schools have enormous potential as institutions that not only produce Muslim intellectuals but also as institutions that drive the community's economy, so it is time for Islamic boarding schools to become a place for simulations of renewal in Islamic thought that can contribute to increasing independent human resources (Abdurrachim, 2015: 220). Therefore, efforts to reinvent (re-inventing) and strengthen the existence (re-existing) of pesantrren values as icons of civilization is an important agenda that must be carried out carefully and thoroughly, so that the existence of pesantrren does not evaporate under the fast moving movement of civilization. (Alhifni, 2016: 1). Independent santri can become independent scholars in the community and do not have economic dependence on others, providing benefits not only for themselves but for the community and the Islamic boarding school. Because in general, Islamic Boarding School alumni, even though they are no longer in the Islamic boarding schools, are still in contact with Islamic boarding schools, so that the scientific chain of economic independence can also be maintained and increasingly spread according to the spread of the students. (Masyhud, Khusnurdilo, 2003: 12; Daulay, 2009: 61).

The concept of entrepreneurship which is the study of this research is entrepreneur rahmatan lil alamin (ERA). ERA is an entrepreneur who does not only think about material or world benefits, but is an entrepreneur who is based on devotion to Allah SWT to continue to serve as his servant and as khalifatullah. ERA is a concept of entrepreneurship by building a spirit of business that is not only for material gain, but also for all
mankind and is safe in this world and the hereafter A person who has ERA values does not only think about the benefits of the world, but also is oriented towards the afterlife. The spirit of profit in the hereafter is a manifestation of the value of faith, namely: believing in the last day. The term rahmatan lil 'alamin comes from the word of Allah SWT in QS. Al-Anbiya‘: 107:

Meaning: "And We (Allah) did not send you but gave mercy to the universe" (Surah Al-Anbiya: 107)

Rahmatan lil 'alamin can be interpreted as realizing the benefit of the people based on devotion to Allah SWT and applying Islamic teachings kaffah. In an economic context, rahmatan lil 'alamin can be defined as providing welfare for the inhabitants of the universe (meaning that when he is independent, not only himself is empowered but his power can be spread to others). Welfare in Islam is defined as the fulfillment of addhoruriyat, hajjiyat and tahsiniyat needs, in order to maintain al-maqaasid sharia (sharia objectives), namely hifdzu ad-din, an-nafs, al-mal, al-aql, an-nashab so that with these values welfare can be achieved not only in the world but also the welfare of the hereafter (Ali, 2008: 20; Fauziyah, 2015: 15).

The concept of ERA can be a new hope for the Muslim community and the world community in general to further increase the benefit of the ummah and reduce social inequality. This is a response to the growing Muslim middle class, the rapid development of the Muslim market, and the changing behavior of Muslims. It is time to develop thoughts about the business world that provides benefits for the welfare of the world. An entrepreneurial movement that does not sharpen economic inequality, but instead distributes natural wealth and human creativity for all of nature (Casson, 2003: 74), through business activities that are more responsible for the benefit and welfare of the people. In building the value of ERA, the most important thing is the existence of a foundation of spiritual wealth that comes from Islamic teachings, as taught by the Prophet Muhammad . The source of the richness of Islamic teachings in Indonesia is the pesantren, pesantren as the front guard for guarding the Islamic tradition, social social institutions, producing scholars and national leaders, and as institutions that drive the community's economy. The foundation of the spirit of ERA is the values that have been implemented by the Islamic Boarding School, namely: full devotion to Allah SWT, independence in various matters, an attitude of help, discipline, and the courage to take risks (Dhofier, 2015; Zubaedi, 2006). Based on data from the Indonesian Ministry of Religion, the number of Islamic Boarding Schools in Indonesia is 28,230 with a total of 6,759,198 santri (Ministry of Religion of the Republic of Indonesia, 2015). Seeing the principles, teachings, and character of the pesantren, there is great potential that can be optimized to shape the spirit of students into students who have ERA values as exemplified by the Prophet Muhammad SAW.

Prophet Muhammad is a reliable entrepreneur, he started his business at the age of 12 by studying /apprenticing with his uncle Abu Tholib who traded in the country of Syria, at the age of 25 he was trusted to be a manager and earned the nickname al-amin and became a successful entrepreneur, this is can be an example for us as the ummah (Antonio, 2015: 43). Imitating the Prophet Muhammad can be one of the factors to foster the spirit of ERA, besides that the growth of ERA also requires learning facilities, and Islamic Boarding School can become an educational institution to create ERA, and the strategy that Islamic Boarding School can do to grow ERA is to establish special institutions such as Pesanren Business Incubator (IBP).

The Islamic Boarding School business incubator has indirectly started since the emergence of the Islamic Boarding School, there are many Islamic Boarding Schools that have economic activities and have been able to provide independence to the Islamic Boarding School, because in general the Islamic Boarding School has carried out functions like business incubators namely institutions that support the birth of entrepreneurs. what is happening now is that the Islamic Boarding School is also a business incubator for the Islamic Boarding School, although the system is still simple, it can be called a business incubator. Islamic Boarding School is not only an educational ecosystem but also an economic ecosystem, especially in the role of scholars and entrepreneurs so that it can provide independence to the Islamic Boarding School, from this it can be seen that the Islamic Boarding School is also a business incubator, it's just that to optimize its role it is necessary presumably if the Islamic Boarding School also establishes an official Islamic Boarding School business incubator institution.

III. RESEARCH METHODS

The research method used in this study is a qualitative method with data collection techniques of observation, interviews and FGDs to get the best model, then analyzed by action research techniques. Clearly, the following are the stages of action research conducted by researchers:
IV. DISCUSSION

The Formation of Santri Entrepreneur Spirit Through IBP Today

As the results of interviews with (Caregivers, Prof. KH. Abdul Ghafur, Person in Charge of Non-Formal Education or Pak Rofig's Kepersantrenan, Principal of SMP Pak Maksun Haji, Principal of MTS School Pak Khozin, Principal of Muallimin Muallimat Pak Masud, Principal of SMK Pak Sargono, INSUD Chancellor Pak Iwan, and IBP Manager Hiya and Hamid) and the results of the researchers' observations show that in particular the ERA model is not yet in PPSD in both the formal and informal education systems, even though the Islamic Boarding School has developed santripreneurs, but after researchers observe and analyze the things that have been practiced in PPSD both in formal and informal education or pesantrenan in general, the formation of PPSD santri entrepreneurs is formed through several formal educational institutions (SMP to tertiary institutions) provided by teachers and lecturers in PPSD, while informal education (Kepesantrenan) is given teaching and business examples given to students and examples of direct applications in several business units owned by PPSD. The existence of IBP in PPSD has been more or less utilized and optimized, one of which is becoming an IBP institution that can encourage the improvement of the spirit of PPSD santri entrepreneurs so that they can better manage existing business units. There are several strategies that have been carried out by IBP and researchers to foster an entrepreneurial spirit as explained below:

Building a Mental Model entrepreneur rahmatan lil’alamin ERAApplication The first time that is touched upon in changing a management is to build mentality, why should mental take precedence? Because the human resource factor is a priority for pesantren education in any case and this was conveyed by the PPSD Economy director. “The great mission of the IBP is the formation of an entrepreneur who is not selfish, so if the business that has been practiced in PPSD both in formal and informal education or pesantrenan in general, the formation of PPSD santri entrepreneurs is formed through several formal educational institutions (SMP to tertiary institutions) provided by teachers and lecturers in PPSD, while informal education (Kepesantrenan) is given teaching and business examples given to students and examples of direct applications in several business units owned by PPSD. The existence of IBP in PPSD has been more or less utilized and optimized, one of which is becoming an IBP institution that can encourage the improvement of the spirit of PPSD santri entrepreneurs so that they can better manage existing business units. There are several strategies that have been carried out by IBP and researchers to foster an entrepreneurial spirit as explained below:

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وجعلنهم أمة يبدون بأمرنا وأواحينا إليهم فعل الخيرات وإفطار الصلة وإيابان الزكاة كأن تو أمن النعيم

Meaning: "We have made them as leaders who give instructions with Our orders and we have revealed to them, they do good, establish prayers, pay zakat, and only to Us they always worship."

The formation of the IBP is inseparable from a leader, if the students involved in the PPSD economy do not have the soul of a leader how can this IBP be realized. Therefore, the most basic thing to get to IBP is to build a mental ERA. From the above verse it can be drawn a common thread that people who are able to lead to virtue are leaders, with the emergence of a generation with an ERA mentality, the pesantren business incubator will be easier to materialize.
1. Stabilization
   Every organization needs management to achieve its goals, likewise the PPSD economy in achieving this
   IBP has stabilizers that have been deliberated and measured according to the SDA and human resources
   they have. To achieve IBP, the PPSD economy has several paths to be taken, as said by the IBP and
   researchers as actions taking “in carrying out the economic performance of PPSD, IBP and researchers have
   made written management, so that all work functions have SOPs, besides the authors and IBP also schedule
   socialization and business training with light patterns on a regular basis, determining optimal work targets
   for each pesantren business unit, and conducting key performance indicator (KPI) based performance
   evaluations.
   According to the researcher's analysis, this is in line with the Qur'an where Allah recommends that every
   managed organization must be stabilized to prepare for a better future generation, and this can be achieved,
   one of which is by forming a leadership spirit, the evaluation process does not only occur in individual but
   it can also be applied to the organization, each organization must be evaluated so that the managed
   organization can find out what needs to be improved and where there are weak points as illustrated in the
   Qur'an, Surat Al-Hasyr Verse 18

   يَايِّهَا ٱلَّذِينَ هُمۡ مُّلۡمِنُونَ ٱلقُوۡءُ ۖ وَۡ لَيۡنُظُرُ نَفۡسٞ مَّا قَدَّمَتْ لَهُمۡ

   It means: "O you who believe, fear Allah and let each one pay attention to what he has done for the
   next (afterlife);

   In this paragraph, it is very clear that the most appropriate stabilization step is to have good
   management, including having a good evaluation system. IBP already has a performance evaluation system
   based on key performance indicators, although according to researchers this is not optimal because it has not
   been supported by natural resources who are truly experts in their fields.

2. Growth and Development
   The growth and development of business units in PPSD is developing well, the business units owned
   by the PPSD economy are growing and growing, and all of that is certainly not a coincidence, it happens
   because it is done in a planned manner, even though it has not been neatly anticipated. indicators of the success
   of PPSD due to the persistence and enthusiasm of students in managing and utilizing existing business units and
   continuing to pray to Allah SWT, and because of this crisis and the support of PPSD which has a very large
   population of santri (12000) Allah gave an unexpected way, finally PPSD was appointed to become
   santripreneur pilot project in Indonesia by the Ministry of Industry and this is very helpful in the development of
   business units in PPSD and was followed by other Ministries. According to the researcher's analysis, the growth
   and development of the PPSD business unit has been very good, especially with the support of many related
   agencies, early things can be used optimally, especially in developing business units in PPSD, but it will not
   materialize properly if it is not supported by good human resources. quality, this is in line with the Qur'an Surat
   Al-Hajj Verse 40.

   أَذۡلَّكَ عَلَىٰ كَفۡيَةٍۖ وَأَلۡقَيۡتُ لِۡهُمۡ بَعۡضَهُم بِبَعۡضٍۖ وَلَيۡزَىُۖ مَعَ ٱلَّذِينَ يَسۡتَعۡنِي ۗ أَيُّهَا ۤ ٱلَّذِينَ أَطۡسَحۡتُ ۖ أَلۡتَحَبُّ ۖ أَلۡتَزُوَّرُ ۗ أَلۡقَيۡتُ لِۡهُمۡ شَيۡطَٰنَۖ وَۡ لَيۡنُظُرُ نَفۡسٞ مَّا قَدَّمَتْ لَهُمۡ

   Meaning: "(that is) those who have been driven out of their hometown without a valid reason, except because
   they say:" Our Lord is only Allah ". And if Allah had not rejected (the ferocity) of some humans and some
   others, it would have torn down Christian monasteries, churches, Jewish synagogues and mosques, in which
   many are called the name of Allah. Indeed, Allah will certainly help those who help His (religion). Indeed, Allah
   is Most Powerful, Mighty. "

   The verse above can be used as the basis for every development, development and growth to achieve
   IBP, it must be encouraged with the belief in Allah SWT because this is the main asset to move to be better so
   that its development is not only visible outwardly but can also add to its kebarokahan. The development and
   growth of IBP PPSD which continues to improve encourages many institutions both government and private to
   be interested in collaborating with PPSD.

3. Business Synergy between Units
   PPSD has made many new breakthroughs, one of which is by synergizing all business units in PPSD, the
   presence of researchers proposes a better development plan, one of which is to synergize business units that are
   outside PPSD and businesses owned by alumni networks, this is very possible This was done because the PPSD
   alumni were very large and had spread throughout Indonesia, one of the strategies proposed by the researchers
   was to create a Sunan Drajat joint cooperative. According to the researcher's analysis, this synergy can be a
   development plan for the congregation of all PPSD stakeholders, this is in line with Al-Qur'an Surat Ali-Imran
   Verse 103.

   وَۡ أَكۡثِرُواْ بِحَبۡبِيَّةِ جَمِيعٍ وَلَاَّ تَفَرَّقوُْ

   Meaning: "And hold all of you to the rope (religion) of Allah, and do not divorce yourself (Qs. Ali-Imran: 103)"
Based on the paragraph above, it shows that we are obliged to always maintain togetherness and brotherhood and are prohibited from dividing, because it can save us both in the world and the hereafter. PPSD has very many stakeholders, all of which have ties to PPSD because they have a PPSD background. One of the citi stakeholders of the Islamic Boarding School has excellent brotherhood values, so that these values must be maintained even though they are not in the Islamic Boarding School environment, one of the ways to preserve this brotherhood is through business synergy as previously explained, one of the first steps taken by the researcher is conducting entrepreneurial workshops for alumni in collaboration with IBP PPSD.

4. Entrepreneurship cooperation with institutions outside PPSD

There have been many collaborations that have been carried out by PPSD with many institutions both private and government, but the cooperation that has been carried out is only cooperation in certain fields, so that researchers have the initiative to connect cooperation that can embrace all business units in PPSD, one of which is the form cooperation through optimization of the IBP PPSD with related institutions, so that all business units can be developed even better. Starting from this research, the collaboration carried out by PPSD with institutions outside PPSD is increasing. IBP PPSD assisted by researchers has carried out many Islamic Boarding School entrepreneurial activities with several Ministries, one of the activities that has been carried out is the implementation of FGD between PPSD and KEMENPEIN with the theme "entrepreneurial growth. new in the pesantren environment", besides that researchers and IBP PPSD are also involved in workshop activities" vocational education programs in order to build industrial links and matches with SMK organized by IBP PPSD, the last is the pesantren-santipreneur business incubator program organized by BI. All of these activities went well with the collaboration of researchers. What has been done by PPSD is in line with what is recommended in Islam.

a. In principle, there is no single institution that does not need other institutions, so cooperation between institutions is necessary to optimize the potential of each institution. IBP PPSD as an institution formed to support the empowerment of santri expertise to become santripreneur cannot run alone except by collaborating with related institutions that can support the existence of IBP PPSD, the more institutions that collaborate with IBP PPSD, the more benefits IBP PPSD will get. and will indirectly affect the development of IBP PPSD. This collaboration can also affect the sustainability of the IBP PPSD. In particular, according to the authors, the collaboration is expected to become six important agendas as follows:

b. Mapping the maximum potential of SDA (Natural Resources) and SDI (Human Resources) of PPSD
c. Motivating the creation of PPSD entrepreneurs (mindset / business mentality)
d. Applying PPSD business ideas including ideas from input from outside parties which of course have been well reviewed internally by PPSD
e. Counseling and mentoring as routine activities that are vital to maintaining and improving the performance of PPSD management
f. Networking to know - how - network - Networking to funding Companies and market

A brief description that the growth of entrepreneurial spirit that has been carried out by PPSD and according to researchers can be part of the ERA for students that has been done by IBP PPSD is as follows:
Cultivation of the Spirit of Entrepreneur Rahmatan Lil Alamin in Santri What IBP PPSD has done Answering Research Questions 1

The picture above can be explained that the formation of entrepreneur rahmatan lil'alam in PPSD was formed through an educational institution that is owned, namely IBP PPSD which was developed with light patterns and mental development techniques, stability, growth, synergy and cooperation, formal education starting from junior high school to university Higher, Kepersantren Education through the study of books and making Kyai as role models not only in religion but also in the business sector because the business spirit is very thickly embedded in the spirit of Kiyai PPSD, and to provide direct independence to students in the formation of ERA PPSD also provides opportunities to the students to apply it to several business units owned by PPSD. In principle, all of that has gone well, and is growing from year to year, but if seen from the potential it has it can be developed for the better, because according to the researcher's analysis as the results of interviews and observations show that there are still problems that must be resolved as following:

a. The governance system, needs to be made neatly, work plans, SOPs and so on, especially regarding indicators for the formation of the ERA PPSD.

b. Human resources who are not fully professional because the human resources employed are students who in fact do not have special entrepreneurial skills, so they need to be given special structured training and take time to make them truly professional HR according to their field of work, although on the one hand human resources in the Islamic Boarding School there is great potential because generally Islamic Boarding School human resources have high dedication and have good morals.

c. Supporting institutions, it is necessary to carry out special cooperation with related institutions, especially in the formation of ERA in PPSD, although currently there are several institutions that collaborate with IBP PPSD, but this needs to be added and adjusted to the business sector owned by PPSD, so that institutions that invited to collaborate not only limited to Ministry agencies but also private companies, universities and so on, such cooperation can be in the form of cooperation in natural resources management of natural resources, capital cooperation, human resource cooperation both training and so on.

d. Financial problems, generally the students in PPSD come from the middle to lower class, so PPSD applies a subsidy system to provide opportunities for students to get all the educational and economic facilities available at PPSD, to maintain the PPSD and provide excellent services (educational services and economics) especially the formation of ERA, PPSD requires a large amount of financing, this must be found for solutions, one of which is to cooperate with many related institutions that can become financial support for ERA PPSD, or by establishing Islamic microfinance institutions such as BMT.

e. The problem of IT integrity, the current IT system is still running independently in accordance with their respective business units, so the control in managing the unit is less effective, the formation of ERA also needs to be supported by a good IT system, so that it can support the continuity of the IBP PPSD and the establishment of the PPSD ERA.

V. CONCLUSION

Entrepreneur rahmatan lil'alam in the Islamic Boarding School Sunan Drajat was formed through the Islamic Boarding School Business Incubator (IBP) which was developed with mental development techniques, stability, growth and development, synergy and cooperation with related parties (government, students community alumni, etc.) and a real business synergy. Apart from going through the IBP PPSD institution, growing ERA is also very much supported by Islamic education through studying books and making Kyai a role model both in religion and in the business sector.

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