

## MINDSET AND IMPLEMENTATION OF ENTEPRENEURIAL BEHAVIOR IN THE AGE OF GLOBALIZATION IN ISLAMIC PERSPECTIVE

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### ABSTRAK

Menghadapi kehidupan di era globalisasi yang serba modern ini, maka dalam aspek kehidupan apapun akan mengalami perubahan. Terutama dalam pola pikir (*mindset*) dan implementasi perilaku manusia (*human behavior*) supaya melakukan perubahan berwirausaha yang lebih baik. Demi mengikuti perkembangan zaman, maka manusia dituntut mampu merubah diri menuju kesuksesan. Penulisan ini bertujuan untuk menjelaskan bagaimana memiliki pola pikir dan perilaku berwirausaha di era global.

Penulisan ini termasuk studi literatur (penelitian kepustakaan). Studi literatur memerlukan persiapan lebih banyak dalam aspek teori dan filosofi dibandingkan uji empiris bidang kuantitatif. Studi ini berfokus pada perilaku kewirausahaan islam.

Islam telah menjelaskan, baik dari segi konsep maupun praktik, aktivitas kewirausahaan bukanlah hal yang asing, justru inilah yang sering dipraktikkan oleh Nabi Muhammad Saw, istrinya, para sahabat, dan juga para ulama di tanah air. Islam bukan hanya bicara tentang *entrepreneurship*, tetapi langsung mempraktikkannya dalam kehidupan nyata. Sebagaimana al-Qur'an telah menjelaskan dalam surat al-Baqorah ayat 44, 219, 266, 275 dan al-A'raf ayat 176. Maka sudah jelas dalam keterangan ayat tersebut, bahwa Allah Swt telah menyuruh umat manusia untuk selalu berfikir yang positif dan selalu melakukan perbuatan yang baik, terutama dalam berwirausaha atau bermu'amalah. Seruan Tuhan tersebut tentu dilakukan untuk kebaikan dan kesejahteraan manusia itu sendiri.

**Kata Kunci:** Pola Pikir, Implementasi, Perilaku, Berwirausaha, Islam

### ABSTRACT

*Facing life in this modern era of globalization, in any aspect of life there will be a change. Especially in the mindset and implementation of human behavior in order to make better changes in entrepreneurship. In order to keep up with the times, humans are required to be able to change themselves to success. This writting is purpose to explain how people have islamic entrepreneurial mindset and behavior in the globalization era.*

*This writing is literature study (library research). Literature research requires more philosophical and theoretical preparation than qualitative field empirical tests. The study will be focus on islamic entrepreneurial behavior.*

*Islam has explained, both in terms of concept and practice, entrepreneurial activity is not foreign, it is precisely this that is often practiced by the Prophet Muhammad, his wife, friends, and also the scholars in the country. Islam does not only talk about entrepreneurship, but directly practices it in real life. As the Qur'an has explained in surat al-Baqorah verses 44, 219, 266, 275 and al-A'raf verse 176. Then it is clear in the statement of the verse, that Allah has told mankind to always think positively and always do good deeds, especially in entrepreneurship or bermu'amalah. The appeal of God is certainly done for the good and welfare of man himself.*

**Keywords:** *Mindset, Implementation, Behavior, Entrepreneurial, Islamic*

## **A. Introduction**

There will be a change in any aspect of life when facing globalization era. Especially in the human behavior's implementation and mindset to agent of changes. In order to keep up with the times, humans are required to be able to change themselves to success. Therefore, humans must be able to adapt to the surrounding natural conditions. Anyone who is unable to adapt in global conditions will be eliminated.

The human mindset will change due to existence of a dynamic social environment. Depends on humans in responding to changes in the existing social environment. The responsibility to increase his own quality of life and try to raise social

care to other people. Social care based is new concept that built by Widadi in 2021 as a business strenght to enhance the sut ainability through trust and loyalty (Widadi, et al, 2021). While changing creative mindsets will make life more alive and bring new ideas. The new idea will bring new innovations. So that the way of thinking is different from the general and finally it will find great success for someone who has a mindset and applies good entrepreneurial behavior. Thus, it will make impossible things to be possible.

The mindset of entrepreneurship is always trying to find new ways to increase the utility of resources efficiently through a productive character. It always looks for

alternatives if the available resources are limited. It tends to be a job creator rather than just a job seeker. All obstacles will be transformed into opportunities in order to minimize threats and all strengths will be an opportunity to be developed (Latief, 2017).

Islam has explained, both in terms of concept and practice, entrepreneurial activity is precisely that is often practiced by the Prophet Muhammad, his wife, friends, and also the scholars in the country. Islam does not only talk about entrepreneurship, but directly practices it in real life (Aprijon, 2013). As the Qur'an has explained in surat al-Baqorah verses 44, 219, 266, 275 and al-A'raf verse 176.

Then it is clear in the description in surah al-Baqorah that Allah SWT has told about humanity, positive think and always do good deeds, especially in entrepreneurship (bermu'amalah). Therefore, educational institutions through their practitioners must be more concrete in preparing learning activities programs which can really encourage and enhance creative, innovative thinking patterns that are capable of

applying entrepreneurial behavior in early stages of education.

This research is literature research (library research). Literature research requires more philosophical and theoretical preparation than qualitative field empirical tests, which have the intention of being a type of research whose findings are not obtained through statistical procedures or other calculation forms (Creswell, 1998).

## **B. Discussion**

### **1. Overview of the Meaning of Mindset and Entrepreneurial Behavior**

Mindset is something embedded in person's thinking. Meanwhile, behavior is a higher step based on a person's mindset or mindset. Between mindset and behavior there is a strong correlation, because they are two things that are continuous. So, the entrepreneurship attitude can be operationalized in risk tolerance and dare to face obstacles in the business world (Wijaya, 2008).

McGrath & MacMillan defines entrepreneurial Mindset as a frame of mind of someone who is entrepreneur oriented, preferring to undergo uncertainty rather than avoiding, seeing things as simpler

than other people who see them in a complex way and who want to learn something that comes from taking risks. However, in running a business, everyone has their own mindset (Dewi, 2018).

While the behavior that must be possessed by a good entrepreneur is as follows:

- a. b. Task-result and oriented (high achievement, steadfast & diligent, highly motivated, profit-oriented and hard work).
- b. Have self-confidence (firm stance, independent, optimist & having good personality).
- c. Future Oriented, having the skills to support success (basic skills and special skills).
- d. Innovative (always having creative thinking, flexible, versatile and having huge insight).
- e. Risk takers (initiative, like challenges, behave as leaders, respond to suggestions & criticisms)

Thus, the implication and mindset of entrepreneurial behavior greatly influences actions to be creative and innovative. Because the success or failure of a person in his life journey is greatly influenced by the way of thinking. If you want to be successful, then someone must be

able to change the mindset and use it to the fullest in accordance with the demands of the situation. Then, if someone persists in the old mindset, then that person will unable to develop and only be in an outdated comfort zone.

## 2. Benefits of Thinking and Behavior in Entrepreneurship

Successful entrepreneur are required to think optimistically about the efforts and opportunities because the enthusiasm and strong will and perseverance will create a business progressing and growth. Therefore, we must think positively in order to create a new idea and strategy for entrepreneurship (Latief, 2017).

These benefits do not only able to make person better, but also preventing person from negative emotion especially in this Covid-19 pandemic era when facing the difficulties of business sustainability (Savitri, et al, 2020). The benefits of entrepreneurship are as follows:

1. Providing opportunities and freedom to control person's own destiny, having business will provide freedom and opportunities to achieve life goals. Business people will try to win their lives and allow them to use

their business to make their dreams come true.

2. Give opportunities to make changes, business starting came from capturing opportunities to make changes that they think are very important. Perhaps in providing simple form: suitable housing, healthy and establishing waste recycling to preserve limited natural resources, business people are now finding ways to combine their manifestations of concern for various economic and social issues in the hope of living a better life.
3. Give opportunities to reach your full potential, many people realize that working in a company is often burdensome, less challenging and has no appeal. This certainly does not apply to an entrepreneur, for them there is not much difference between working or distributing hobbies or playing, both are the same. The business owned by entrepreneurs is a tool for expressing self-actualization. Their success is something that is determined by creativity, enthusiasm, innovation, and their own vision. Owning a business or the company itself gives them power, spiritual awakening and is able to follow their own interests or hobbies.
4. Have the opportunity to profit, even though in the initial stages of money is not the main attraction for entrepreneurs, the benefits of entrepreneurship are an important motivating factor for establishing their own business, most business people do not want to be rich, but most of those who win become wealthy. Nearly 75% of those included in the list of richest people (Forbes Magazine) are first generation entrepreneurs.
5. Have the opportunity to play an active role in the community and get recognition for their efforts, entrepreneurs or small business owners are often the most respected and trusted citizens. Business agreements based on trust and mutual respect are the characteristics of small entrepreneurs. The important role played in business systems in the local environment as well as the awareness that work has a real impact in carrying out the national social and economic functions is a reward for small company managers.
6. Have the opportunity to do something that is liked and foster a sense of

pleasure in doing it, the thing that is based on small entrepreneurs or small business owners is that their business activities are not really work. Most entrepreneurs who succeed in choosing to enter a particular business, because they are interested and like the job. They channel their hobbies or hobbies into their jobs and they are happy that they do it. This is the biggest appreciation for business people / entrepreneurs not the purpose, but rather the process or journey.

After knowing the benefits that can be gained from thinking of change, it can be concluded that thinking of change needs to be done because by thinking of change someone can do many things, from being able to try new things. Meanwhile, the benefits of implementing entrepreneurial behavior are very important because it is needed to achieve long-term success in a business. A good corporate reputation based on business ethics is a competitive advantage that is difficult to imitate. The benefits of applying entrepreneurial behavior are as follows:

1. Increase relationship and networking with employees and customers or other interested parties.
2. Bring benefit to others is a noble.
3. Fostering & maintaining business relationships.
4. As a generator for personal development, environmental, distribution.
5. Increase worker motivation.
6. Company image boost good consumers's perception.
7. Company profits can be obtained.

### **3. Mindset & Implementation of Entrepreneurial Behavior in the Era of Globalization in the Islamic Perspective**

In the globalization era, many Muslims are still below the poverty line. This means that there are still many of them who have a low standard of living. This low standard of living will directly have a major influence on their health, morals and sense of self-worth. In addition, economic powerlessness is a major danger to the stability of peace, welfare and security of society, even to one's faith. Even though such conditions are contrary to Islamic teachings that require people to be empowered in the economic field.

The economic development intended in Islam is: "the process of all-poverty poverty and provision of ease, comfort and decency in life" (a process to reduce poverty and create peace, comfort and morality in life).

Another perspective was conveyed by Muhammad, using Ibn Khaldun's approach, he concluded that ideal economic development is one that is able to meet the basic needs of all human beings (basic needs), and 'dematerialization'. In contrast, the excessive consumption phenomenon, economic greed and moral corruption is an indicator of the beginning of a civilization distress.

Therefore, in this modern globalization era, Muslims, especially in Indonesia, are required to always think optimistically and behave well (with morality), especially in running a business / business that is in accordance with the teachings of the Islamic Shari'ah.

Then, socially moral entrepreneurship is capable of building an Islamic society that reaches the peak of civilization and is able to achieve the title of the best people (*khaira ummat*) and its existence brings mercy, love and

happiness to all life on this earth (*rahmatan li al-'alamin*), meaning not only for Muslims but also for all humanity, whatever their religion and beliefs.

Because in fact, Islamic teachings have regulated and guided all aspects of human life, both those with vertical dimensions (*habl min al-Allah*) and those with horizontal dimensions (*habl min al-nas*). Al-Qur'an as the main source of Islamic teachings which contain aqeedah, shari'ah, muamalah, ethics & history, regulate behavior and procedures of human life, both as individual beings and as social beings.

This universality is evident especially in the muamalah aspect which is very broad in its field of motion, relative and flexible in accordance with the situation, conditions and domicile. This is diametrically different from the aspect of worship (formal) which is absolute-permanent-constant and does not change as taught by the Messenger of Allah (Anwar, 2008).

According to Tasmara, the essence of work or entrepreneurship is for a Muslim to be "worship", proof of his service and gratitude to cultivate and fulfill the divine

vocation to be the best because they are aware that the earth was created as a test for those who have the best ethos as explained in letter al-Kahi verse 7 which means: "Indeed, we have created what is on earth as jewelry for him, so that we test them who is the best charity." (QS. Al-Kahf, 18: 7). This verse has knocked the hearts of every Muslim person to actualize the work ethic in the form of doing everything with high quality. They are aware that God is testing himself to be a human who has the best deeds or deeds, even they are aware that the requirement to be able to meet God is only by doing prestigious deeds (Tasmara, 2002). As His word, which means: "He who expects an encounter with his Lord, let him do righteous deeds, and do not associate his Lord in worshiping with anything." (Surah Al-Kahf, 18: 110). More over entrepreneurship that apply islamic value when they run their business can be undestood as a moslempreneurship concept (Hamid, et al, 2021).

In general, Islamic business can be understood as a series of business activities in various forms which are not limited in number

(quantity), property ownership (goods / services) including profits, but are limited in the way of acquiring and utilizing assets (there are halal and haram rules) (Zaroni, 2007). The definition above can be explained that Islam requires every Muslim, especially those who have dependents to work. As, Al-Syaibani defines *al-kasb* (work) as seeking the acquisition of assets through various legal means.

In economic aspect, these activities are included in the production process. Production in Islamic economic, is a production activity that is related to halal and illicit goods or services and how to obtain them. Islam views that an item or service has a value that contains the value of benefit. According to the Islamic view, production activities are part of the obligation (*imaratul kaun*), which is to create the prosperity of the universe for all beings.

The life orientation and thinking pattern by applying entrepreneurial development behavior is an absolute thing to begin to build, at least by looking at reality as follows:



- a. There is always an imbalance between the increase in the number of the workforce every year compared to the availability of existing employment. This condition will lead to increasingly fierce competition in the effort to get a job. While this life must continue to run and income must still be sought to cover various necessities of life that are increasingly expensive.
- b. The needs when facing the challenges in this global era is independent people who have competitive and comparative advantages, are able to build partnerships so that they do not depend on others.
- c. The position of workers/ employees (generally in developing countries) is often in a weak position and placed as a means of production (subordination) so that it does not have a balanced bargaining power. Working as an employee can reflect the lazy soul. Instead, he cannot develop ideas and visions as long as he works for others.

Based on these assumptions, empowerment is an effort to build power, by motivating, encouraging and arousing awareness of the potential that is owned and trying to develop it based on the process of

independence (Aprijon, 2013). Islamic business ethics is moral in doing business in accordance with Islamic values, so in carrying out its business there is no need to worry, because it is believed to be something good and right.

Ethical or moral values are values that encourage people to become whole persons. Such as honesty, justice, truth, happiness, freedom and love. If this ethical value is implemented it will perfect the essence of humanity as a whole. Everyone can have a set of knowledge about values, but the knowledge that directs and controls the behavior of Muslims is only two, namely the Qur'an and hadith as a source of all values and guidelines in every part of life, including in business.

According to the Indonesian Institute of Accountants (IAI), they have explained the principles of sharia transactions as follows:

1. The principle of brotherhood (*ukhuwah*) is essentially a universal value that governs
2. Harmonization of interests and social interaction of the parties that brings benefit in general with the spirit of mutual help. *Ukhuwah* in sharia

transactions is based on the mutual understanding (*tafahum*), principle of knowing each other (*ta'aruf*), mutual guarantee (*takaful*), helping each other (*ta'awun*), alliances (*tahaluf*) and mutual synergy.

3. The principle of justice is the essence of putting something only in its place and giving something only to those who have the right and to treat something according to their position. The implementation of justice in business activities is in the form of a *muamalah* principle which prohibits the existence of elements of usury, *gharar* and *maysyir*.
4. The principle of benefit (*mashlahah*) is essentially all forms of goodness and benefits that are worldly, material and spiritual, as well as individual and collective dimensions.
5. The principle of balance (*tawazun*) essentially covers the balance of material and spiritual aspects, private and public aspects, the financial sector and the real sector, business and social, preservation and the balance of utilization aspects.
6. The principle of universalism (*syumuliah*) can essentially be done by, with, and for all parties concerned (stakeholders) without distinguishing ethnicity, religion,

race and class, according to the spirit of freedom for the universe (Lestari, 2013).

Therefore, the support of Islamic spirituality which is based on the principles of faith in Allah SWT can form certain attitudes and practices which are oriented as a form of worship. This can be stated in various work activities, one of which is entrepreneurship, which aims to seek the pleasure of God so that his motivation is not only to achieve material benefits, but to achieve blessings and success in the world and the hereafter. Islamic spirituality which is born from every human being is able to be used as a force in the form of Islamic spiritual intelligence whose elements consist of faith, piety, morality, *siddîq*, *amânah*, *tablîgh*, *fatânah*, discipline, visionary, and empathy.

So the elements of Islamic spiritual intelligence have the potential to be implemented in business activities in order to achieve business continuity. Stages of processes such as management of production, marketing, capital and human resources, all of which have the potential to be managed based on Islamic spiritual values. For business

actors, the simple values of Islamic spirituality can be a potential to be used to produce attitudes and characters that can be implemented to achieve business continuity that are in accordance with the Islamic perspective (Hanifiyah, 2016).

### C. Conclusion

Facing life in this modern era of globalization, in any aspect of life there will be a change. Especially in the mindset and implementation of human behavior in order to make better changes in entrepreneurship. In order to keep up with the times, humans are required to be able to change themselves to success.

Allah has told mankind to always think positively and always do good deeds, especially in entrepreneurship or bermu'amalah. The appeal of God is certainly done for the good and welfare of man himself.

In this regard, Al-Syaibani has also emphasized that working or entrepreneurship is the main element of production having an important position in life because it supports the implementation of worship to Allah SWT, therefore the law of work is mandatory. Therefore, the orientation of entrepreneurship or

work according to Al-Syaibani, is nothing but life to gain the pleasure of Allah SWT. On the other hand, work has an important role in fulfilling the rights of Allah SWT, the right to life, family rights and community rights.

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