

Development Of A Small Tile Craft Industry In An Effort To Increase The Welfare Of Crawings In Islamic Economic Perspective

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KEYWORD

Development ,
Small Industry,
Well-being,
Islamic Economics.

Article history:

Submission

October 13, 2022

Revised

November 11, 2023

Accepted

December 25, 2023

Edition

Vol 3, No 1 (2023):

Journal of Islamic

Economics and

Business

ABSTRACT

This study aims to analyze the development of the small tile craft industry in Pragak, Pekalongan Selatan, Pekalongan City, from the perspective of Islamic economics, with the primary goal of enhancing the welfare of craftsmen. Adopting a field research approach, the researcher directly engages with the industry and collects data to gain comprehensive insights into the existing challenges and potential solutions. The process of business development is viewed as a gradual and systematic means to improve the knowledge, skills, attitudes, and overall performance of those responsible for managing the craft industry. Central to this approach are key Islamic principles such as honesty, trust, friendliness, fairness, and patience, which guide the formulation and implementation of strategies that ensure mutually beneficial outcomes for all stakeholders involved. The study emphasizes the significance of aligning the tile craft industry's activities with the needs and aspirations of the community, contributing to humanitarian causes, and promoting prosperity within the society. By adhering to Islamic values and positively impacting the community, the small tile craft industry has the potential to thrive while fostering the well-being of craftsmen and society as a whole.

1. Introduction

Indonesia is an archipelagic country which in carrying out government and development is based on Pancasila and the 1945 Constitution which aims for the Indonesian people to achieve a prosperous and just life, because Indonesia has a very wide area so that development cannot be carried out in various circles of society. With this, it can be seen from the unequal social status among the people. The welfare of the Indonesian people is still far from feasible, because it is below the prosperous line (Akbar et al., 2019). The industrial world is growing rapidly so that it affects the increasing competitiveness that occurs between companies to produce superior and quality products at friendly prices (Muhtamil, 2017).

Development in the industrial sector is a component of domestic development, industrial development can have a beneficial influence on economic development. Development in the industrial sector focuses on increasing public welfare, strengthening the economic structure, encouraging regional development and equitable distribution of development results. Development in the industrial sector has an important role in development planning in developing countries, because the industrial sector is the main character capable of influencing the development of other sectors, therefore it is not surprising that the role of the industrial sector is an important sector in economic development in Indonesia (Herawati Purwasih, Prof Dr.H. yoyok Soesatyo, S.H, M.M, 2017).

The small industrial sector is a labor-intensive business where the absorption of labor does not really require certain requirements such as a high level of education, certain skills (skills) and the use of relatively low business capital and the use of simple technology.

The development of the processing industry sector can be seen (Andi Mulyadi, Hardiani, 2018). Empowerment of micro, small and medium enterprises is a strategic step in improving and strengthening the basic economic life of some communities, particularly through providing employment opportunities and reducing inequality and poverty levels (Daulay, 2016). Pragak is a village located in the village of Yosorejo, South Pekalongan sub-district which has a small industry with local and natural resources, namely clay to make roof tiles. In the arts and crafts, it is enough to contribute to improving welfare.

The tile industry also has a big impact on society, namely as an alternative to creating and expanding job opportunities, increasing income for each owner of each production, both directly and indirectly and can create equitable distribution of work welfare. Prosperity will be created when innovations generate new demand (Happylya Ulfa Agustin, Wahyu Hidayat Rianto, 2018).

There are three things to develop the first home industry, employment and intensive local resources. Second, the important role of the non-oil export home industry. Third, small barriers to entry and low profit margins. The development of the industrial world cannot be separated from the creative economy, where a new era is starting to dominate the market, intensifying information and creativity by relying on ideas from human resources (Khairil Hamdi, 2019). Production in Islamic economics is every form of activity carried out to realize benefits or add to it by exploring the economic resources provided by Allah SWT so that it becomes a benefit, to meet human needs, therefore production activities should be oriented to the needs of the wider community. The principle of production in Islam means producing something halal which is the

accumulation of all production from the source of raw materials to the type of product produced in the form of goods or services. Islamic economics is built on the basis of the Islamic religion, it must be an integral part of the Islamic religion. As a derivation of the Islamic religion, Islamic economics will follow Islam in various aspects (Pujianto et al., 2017).

Efforts to improve the welfare of the community are not only the duties and obligations of the government, but also the responsibility of the community itself so that it can bring benefits and increase its welfare. One indicator of the community can be seen from the income of the community. It is very important to improve and develop the tile industry. It is hoped that in the future the small tile craft industry will be able to become an economic force that can help meet the needs of the people in Pragak Pekalongan city through increasing income and welfare (Fitriska, 2017).

Small and medium enterprises (UMKM) make a significant contribution to economic growth, including through job creation, thereby reducing unemployment. Competition in business encourages every entrepreneur to maximize the productivity of his business. Productivity can be explained by the main standard in the form of physical productivity and value productivity in the form of business value or profit (profit). Physical productivity is largely determined by employee productivity (Harahap et al., 2020).

Development in the small industrial sector is directed to be able to develop independently and increase people's income. A small industry, if the processing is handled professionally and produces creative and innovative products, will help the industry grow bigger and be able to compete with other industries. The industrial sector provides a very important contribution to the absorption of labor and there is a distribution of community

economic activity and there is a rapid rate of production activity. The development of industries in various sectors has a positive effect on industrial growth so that it can create jobs.

The industrial concept explains the scope of the industry including all production activities that aim to improve the quality of goods and services. Meanwhile, according to the Central Statistics Agency (EPS) what is meant by an industrial company is a production unit located in a certain place that carries out activities to convert or process raw, raw or semi-finished materials mechanically or non-mechanically or chemically so that they become new products that are closer to the final consumer and higher in value. In the concept of economic theory, it is defined as a collection of companies that produce homogeneous or similar products (Maftuchah & Humaidah, 2017).

In Islam doing business or doing business is permissible. As a religion that emphasizes strongly on the importance of the empowerment of its people, Islam views that trying or entrepreneurship is an integral part of Islamic teachings. Islam considers work as the most important way to earn sustenance and the main pillar of production. Verily Allah will reward Muslims who work a good life, and verily Allah will reward them with a better reward than what they did (Mursal & Mulia, 2021).

In an industry, a more focused strategy is needed to empower tile craftsmen in Pragak, Pekalongan City. By seeing the number of people in Pragak fulfill their economic needs with the tile industry. Therefore, it is expected to be able to improve the economy, be able to realize independence and be able to escape the shackles of poverty, be able to create new jobs (Tanah et al., 2020). The role of small industries is expected to be able to

overcome economic problems such as: increasing employment opportunities, income distribution, empowerment and economic development (Sulin et al., 2020). Welfare can be measured by health, economic condition, happiness and quality of life of the community. Welfare is defined as the ability to meet all economic needs, by creating human resources that are resilient, and have foresight, not only seeking profit now but also for generations to come (Mulia & Saputra, 2020).

Islamic economics basically views that economic growth is part of economic development. Economic growth is defined by the continuous growth of the right factors of production that are able to contribute to welfare. Economic growth according to Islam is a very close value. Meanwhile, according to the term Islamic economic development is a process to reduce poverty and create peace, comfort, and morality in life. So economic development according to Islam is multi-dimensional which includes quantitative and qualitative. The goal is not only material welfare in this world, but also the welfare of the hereafter, both are integrally integrated (Fitria, 2016).

In general, the goal of Islamic economic development is the fulfillment and maintenance of sharia maqasid (religion, soul, mind, lineage, and property), so that falah or welfare of the world and the hereafter is achieved. As explained by Ali Rama & Mahlani, economic development is one of the important aspects of life that is very much considered in Islam. Economic development is intended to maintain and preserve the 5 basic elements of human life, namely religion (*Din*), soul (*Nafs*), reason (*'Aqal*), offspring (*Nasl*), and property (*Mall*) (Aprianto, 2017).

Based on the background of the problem above, the researcher is interested in studying in depth with regard to “Development of Small Tile Craft Industry in an effort to Improve the Welfare of Craftsmen from an Islamic Perspective”. The research method used in this research is descriptive qualitative research method. Sources of data used are primary data and secondary data. Primary data is data obtained directly from research subjects, in this case researchers obtain data or information directly by using research facilities that have been determined. In this study, the primary data source is the data source obtained from the research location, namely tile crafts in Pragak, Pekalongan City. Secondary data is data or information obtained indirectly from public research objects, consisting of the organizational structure of archival data, documents, reports, and other books related to this research. Population is a group of people, events, or things that have certain characteristics. In this study, the population is all tile craftsmen in Pragak Pekalongan City (Supromo, 2014). The sample is part of the number and characteristics possessed by the population. Sampling in this study used a probability sampling technique, namely simple random sampling, namely by random sampling without questioning the level that existed in the population (Supromo, 2014).

2. Result and Discussion

Small Industry

In general, the business development of a company has a certain simplified pattern, such as starting a business. As a company, it starts with a relatively small business unit by serving a relatively narrow marketing area. At first the company also produced a limited range of products and was only supported by a limited model. Therefore, new businesses

have a relatively weak market position due to their low market share. No wonder if at first a new company started with an effort to survive. Then slowly followed by efforts to develop a company that is fully directed to increase sales and market share (Afridhal, 2017).

According to Zainal et al (2020) development is every effort to improve the implementation of current and future work by providing information, influencing attitudes or adding skills. Cimatti (2016) defines development as a change in people that allows the person concerned to work more effectively. Cushway, Barry explained that development is giving individuals the knowledge, skills, and experience necessary to be able to carry out roles and responsibilities that are larger and more demanding of their abilities. So it can be concluded that development is any activity intended to change behavior which consists of knowledge, skills and attitudes (Wijaya, 2017).

The results of the development are: (1) employees have new knowledge or information, (2) can apply old knowledge in new ways, (3) have a greater interest in applying what they know. The direction of development is to develop current and future employees for future tasks with the organization or solving organizational problems (Irawati, 2018).

Several problems and obstacles were encountered both in terms of management internally and externally as well as in the implementation of business activities, which included the following:

- 1) Limited capital owned by UMKM actors
- 2) The knowledge and understanding of UMKM actors is still low in developing and maintaining business in the business world.
- 3) Lack of availability of facilities and infrastructure needed by UMKM actors in assisting the development and improvement of their business.

- 4) There are external obstacles such as the availability of electricity which is considered to interfere with the operational activities of UMKM.
- 5) Lack of understanding from UMKM actors about strategies, systems and marketing processes for their products.
- 6) Lack of understanding about the bureaucracy in the business world to be able to penetrate a wider market than the local market that they have done and the lack of information about business development for UMKM.
- 7) The ability to use or apply technology to support business improvement and the limited ability to apply UMKM product standards.
- 8) Access to information facilities that can be accessed by the public is still limited and policies that still look biased for UMKM actors, thereby reducing the space for UMKM actors.

According to Cambeli in Irawati (2018), creativity is an activity that produces results that are: novelty which means invasion, has never existed before and is strange; useful (useful) which means more practical, easier to overcome difficulties, and produce better results; understandable which means the same result can be understood and understood and can be made at different times.

Small Industry Development Strategy

Strategy is the way the company's business leaders realize their philosophy. This understanding is more set on strategy should be related to the major decisions faced by individuals or organizations in doing business, namely decisions that determine the failure and success of individuals or organizations. Strategy as a tool to achieve long-term goals. In addition, strategy is also defined as a potential action that requires top-level management decisions and large amounts of company resources (Irawati, 2018).

In general, strategy is a comprehensive approach related to the implementation of ideas, planning, and implementing activities within a certain period of time. A good strategy requires coordination of the work team, has a theme, identifies supporting factors that are in accordance with the principles of rational implementation of ideas, is efficient

in funding, and has tactics to achieve goals effectively. Taken to achieve organizational goals. Strategies are divided into three groups that can be considered to be applied in a company, namely: (1) corporate strategy, (2) business strategy or competitive strategy, and (3) functional strategy (Irawati, 2018).

There are three important elements that need to be considered for the success of a strategy, namely: 1) The strategy must be consistent with the conditions of the competitive environment, 2) The strategy must be realistic with the company's internals, 3) The strategy must be carried out with full prudence. According to (Bagindo et al., 2016), the strategy can be formulated through the following main stages: 1) Directional Analysis, which is to determine the vision, mission and long-term goals to be achieved by the organization. 2) Situation Analysis, which is the stage to read the situation and determine the strengths, weaknesses, opportunities, threats that will be the basis of strategy formulation. 3) Strategy Implementation, namely the stages for identifying alternatives and choosing the strategy that will be carried out by the Organization (Irawati, 2018).

Islamic Business Ethics

In the book of business ethics by Prof. Dr. H. Muhammad Djakfar said that Islamic business ethics are ethical norms based on the Qur'an and Hadith that must be used as a reference by anyone in their business activities (Juliyani, 2016).

Ethics comes from the Latin "ethos" which means "custom", its synonym is "moral", also comes from the same language "mores" which means "custom". While the Arabic language is "morals", the plural form of mufrodat is "khuluq" which means

“character”. Both can be interpreted as habits or customs (custom or mores) that refer to human behavior itself, actions or attitudes that are considered right or not (Anindya, 2017).

Ethical, moral, or moral values are values that encourage humans to become whole persons such as honesty, truth, justice, independence, happiness and love. If this ethical value is implemented, it will perfect human nature as a whole. Everyone may 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 the source of all values and guidelines in every aspect of life, including business. These two references can be the controller of actions that are not commendable in business practices, by sticking to these two sources, everyone will be encouraged to do good deeds. Good deeds are deeds that contain the criteria of goodness that are loved by Islam and Islam recommends doing them. While bad deeds are actions that contain bad criteria as something that is forbidden by Islam to be carried out (Anindya, 2017).

Johan Arifin found that there are 2 kinds of ethics, namely:

- 1) Descriptive ethics is ethics that examines critically and rationally about human attitudes and behavior, according to what everyone is pursuing in his life as something of value. This means that descriptive ethics talk about facts as they are, namely about values and human behavior as facts related to situations and entrenched realities.
- 2) Normative ethics is an ethic that establishes various attitudes and behaviors that are ideal and should be owned by humans or what humans should carry out and what actions have value in this life. So normative ethics are norms that can guide humans to act well and avoid bad things, in accordance with agreed rules or norms that apply in society (Anindya, 2017).

In ethics and economics, we introduce five axioms of economic ethics in Islamic business.

- 1) Unity (Tauhid)

This concept is intended that the main source of Islamic ethics is total and pure belief in the unity (oneness) of God. The concept of monotheism is a vertical dimension of Islam which means that Allah as God Almighty sets certain limits on human behavior as caliph, to provide benefits to individuals without compromising the rights of other individuals. This vertical relationship is a form of unconditional human surrender before God, by making his desires, ambitions, and actions subject to His commands. Therefore, monotheism is the basis and at the same time the motivation to guarantee the survival, adequacy, power, and honor of human beings who have been designed by Allah to be glorified creatures.

2) Equilibrium (Keadilan)

The principle of balance means the creation of a situation in which neither party feels disadvantaged, or conditions are mutually pleased (,an taradhin). The behavior of balance and justice in business is explicitly explained in the context of the business treasury so that Muslim entrepreneurs perfect the dose when measuring and weighing with the correct balance, because it is the best behavior and brings good results as well.

3) Free Will (Ikhtiyar)

In the view of Islam, humans have the freedom to take all necessary actions to obtain the highest benefit from the resources that are in their power to be managed and utilized to achieve prosperity in life, but freedom in Islam is limited by Islamic values. Without ignoring the fact that he is completely guided by the laws created by Allah SWT, he is given the ability to think and make decisions, to choose the way of life he wants, and most importantly, to act according to whatever rules he chooses. Unlike other creations of Allah SWT in the universe, he can choose ethical or unethical behavior that he will carry out.

4) Responsibility

Islam places great emphasis on the concept of responsibility, although it does not mean ignoring individual freedom. This means that what Islam wants is a responsible will. Humans must dare to be responsible for all their choices not only in front of humans but the most important thing is later before God. The responsibility of the perfect Muslim is, of course, based on a wide range of freedoms, starting with the freedom to choose one's beliefs and ending with the most decisive decisions that need to be made.

5) Benevolence (Ihsan)

Benevolence (Ihsan), which means carrying out good deeds that can provide benefits to others, without certain obligations that require these actions or in other words worship, and do good as if you see Allah, if you are unable, then rest assured that Allah sees what we do (Lisman, 2019).

Social Welfare

Social welfare is a program or activity that is designed concretely to answer problems, community needs or improve people's living standards, aimed at individuals, families, groups in the community, or the community as a whole both locally, regionally and nationally (Afridhal, 2017).

According to Law Number 11 of 2009 concerning Social Welfare, social welfare is a directed, integrated, and sustainable effort carried out by the government, regional government, and the community in the form of social services to meet the market needs of every citizen, which includes social rehabilitation, insurance social, social empowerment, and social protection (Sucahyawati, 2019).

According to Midgley (1997) That social welfare as "a condition or state of human well-being". Prosperous conditions occur when human life is safe and happy because basic needs for nutrition, health, education, housing and income can be met; and when humans get protection from the main risks that threaten their lives. Defines social welfare as the ability of individuals, families, groups and communities and social systems, namely social institutions and networks to fulfill/respond to basic needs, carry out social roles, and deal with shocks and stresses. Basic needs are related to income, education and health. Social roles are referred to in accordance with social status, duties and demands of the norms of the social environment. Then, shocks and pressures are related to psychosocial problems and economic crises.

According to Muliyaningsih (2013), welfare according to Islam includes two meanings, namely:

- 1) Holistic and balanced welfare, namely material adequacy supported by the fulfillment of spiritual needs and includes individual and social. The human figure consists of physical and mental elements, therefore happiness must be comprehensive and balanced between the two. Likewise, humans have both individual and social dimensions. Humans will feel happy if there is a balance between themselves and their social environment.
- 2) Prosperity in the world and the hereafter (*Falah*), because humans do not only live in the natural world, but also in the afterlife/the destruction of the world (the hereafter). Material sufficiency in this world is shown in order to obtain sufficiency in the hereafter. If this ideal condition is not achieved, then welfare in the hereafter is of course prioritized, because this is something that is eternal and more valuable than the life of this world.

Welfare in Islamic Economics is overall welfare, namely material and spiritual welfare. The concept of welfare in Islamic economics is not only measured by economic value, but also includes moral, spiritual, and social values. So that welfare based on Islam has a deeper concept (Siregar, 2018).

Welfare in Islam is not only measured and the fulfillment of material needs but also the fulfillment of spiritual needs (Sardar & Nafik H.R, 2017).

- 1) Keeping Religion (*Ad-dien*)
- 2) Nurturing the Soul (*An-nafs*)
- 3) Keeping Mind (*Al-aql*)
- 4) Nurturing offspring (*An-nasl*)

3. Conclusion

Business development is "a gradual, systematic process to improve knowledge, skills, attitudes, work performance of people who hold business managerial responsibilities, in general managerial development is known as an effort to improve performance and also organizational growth". Development is to provide individuals with the knowledge, skills and experience necessary to be able to carry out their larger and more demanding roles and responsibilities. So it can be concluded that development is any

activity intended to change behavior consisting of knowledge, skills and attitudes. In the development of the tile craft industry, a strategy is needed so that the tile craft industry can develop, namely there are three important elements that need to be considered for the success of a strategy, namely: 1) The strategy must be consistent with the conditions of the competitive environment, 2) The strategy must be realistic with the company's internals, 3) The strategy must be carried out with great care.

Based on an Islamic economic perspective, the development of a roof tile business must be in accordance with the concepts of honesty, trust, friendly, fair and patient with a strategy that does not harm either party. Because all activities and business activities in the community, it is hoped that their existence is needed by the community and can contribute to humanitarian problems. In addition, the tile business plays a role in creating prosperity in indicators of dependence on Allah SWT, fulfilling consumption, and creating a sense of security.

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