

## Become Successful Entrepreneur through Implementing Islamic Values and Local Wisdom

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**Abstract.** *The progress of a nation is determined by many entrepreneurs. The issue of motivation to become an entrepreneur is an important issue in every region, because entrepreneurship is directly related to the economy, politics, religion, psychology and culture of the community, Aceh Province has good Islamic values and local wisdom to encourage this spirit, but not much has been revealed due to because lack of studies. This research aims to explore Islamic values and local values that are beneficial in encouraging the spirit of entrepreneurship with a qualitative descriptive approach and library research methods. Data sources are successful entrepreneurs as well as customary stakeholders who have good knowledge and experience according to the themes studied in the province of Aceh. The results of the research show that Islamic values and local wisdom are the basis for business success if properly practiced, In Islam, entrepreneurship is worship and the exemplary of Rasulullah SAW, entrepreneurs encourage the progress of a nation and avoid the proximity of the people with disbelief. In Aceh's local wisdom values, entrepreneurs will be successful if their business is opened early and get a blessing because that morning the sustenance was distributed, na bacut sapu (available even though the number is limited), jeut leubih kureung (can bargain), beuramah (friendly), polite and happy to serve. These values are no longer understood so that it needs to be used as material in every school learning as the local curriculum to be a driving force for the younger generation to have entrepreneurship spirit from an early age.*

**Keywords:** *spirit, entrepreneurship, islamic, local wisdom*

### 1. Introduction

Learning is an effort to provide experience in fostering enthusiasm in students with the direction of national development, in accordance with national and regional development plans. In this case the Provincial Government of Aceh has created various programs to encourage entrepreneurial spirit for regional progress (Azhari 2018). Therefore, regional educational institutions need adequate studies to enable the availability of materials and various approaches that are in accordance with these expectations based on their local wisdom (Rizka et al., 2021). This is a very important matter because the progress of a nation is marked by the large number of entrepreneurs. Currently, Indonesia only has 1.56% of entrepreneurs from its total population. America is about 12%, Japan is 10%, Singapore is 7%, our country is still far from reaching that figure (Akhir, 2019; Wahyuni, 2013).

Deputy Minister of Education and Culture, Musliar Kasim also encouraged students to aspire to become entrepreneurs. Not only ambitious to become Civil Servants (PNS). Students are no longer job seekers; they should be entrepreneurs. This program, which must be started when they are in educational institutions, has all become the aspirations and problems that are being faced by the Indonesian nation to move forward. So, various focus studies should also be directed to motivate the spirit of entrepreneurship from an

early age through the participation of various institutions, so that the dream of becoming an entrepreneur is embedded in him (Kemendiknas, 2010).

The problem of entrepreneurship is a difficult problem, because entrepreneurship is directly related to the economy, politics, religion, motivation, psychology and culture of the community, even entrepreneurship is directly related to the progress of a nation. The difficulty of the problem also correlates with its resolution, so discussing entrepreneurial issues also talks with other elements at various levels (Siregar 2022). Entrepreneurship needs to be popularized among the younger generation. The term and concept of entrepreneurship was introduced in Indonesia by Sumahamijaya (Father of Indonesian Entrepreneur) in 1967 adopted the term and concept of entrepreneurship from Robert Cantillon which had been adapted to the philosophical basis of the Indonesian nation (Widodo 2020).

The entrepreneurial spirit encourages a person's interest in setting up and managing a business in a professional manner, a preference and a sense of interest in something or activity, without being asked. So, interest can be expressed through statements that show students prefer one thing over another and can also be manifested through participation in an activity (Siregar 2022; Andriana & Fourqoniah 2020). Meanwhile, entrepreneurship refers to the nature of a person including everything related to attitudes, actions and processes carried out by someone in starting, running and developing their business, or is the ability to think creatively and behave innovatively which is used as a basis, resource, driving force, strategy goals, strategies, tips and processes in dealing with life's challenges according to the conditions (Handayati et al., 2020).

The spirit of entrepreneurship that is the subject of this study is the encouragement of a person to become a successful entrepreneur that appears when he begins to study, observe, practices related to certain entrepreneurs around him, so that he is able to encourage all things related to attitudes, actions and processes carried out by entrepreneurs in starting, running and developing their businesses. The entrepreneurial spirit is attached to a person, so that with that trait he shows behavior in his life, thus the nature of a person is also the key to that person's success, in an entrepreneur his success is also synonymous with character which is influenced by various factors such as educational experience, environment (Framanta, 2020), the nature and character of a person can also be influenced by heredity or genetics (Rahmi 2019).

Another thing with well-known businessman Bob Sadino is that for business success, it will be successful if it is carried out, not discussed (Idris, 2020). For this reason, entrepreneurs need to be motivated through signs with stages such as starting. This stage is where someone who intends to do business prepares everything needed, starting with seeing new business challenges or opportunities and continuing with the possibility and desire to open a new business. Most likely someone who will start a business has identified what business to run. However, before applying this idea to a business, do some research on how successful the business will be (Rahmi, 2020), strengthened by the location where the business will be run, business location is a determining factor, the success of a business, analysis of the needs of the community where the business will be opened, then choosing a business and the name of a business, then followed by a strong commitment, the results show that for small businesses and micro 73.522% of its success is influenced by the owner's commitment (Suarmawan et al., 2015).

On the other hand, Dewi Andriani's study in encouraging entrepreneurial spirit needs to be introduced to the stages in carrying out a business including how to take risks and make decisions, marketing, and do an evaluation. this is very important including

with business licenses and permits, promotions and locations where the business will be run, in addition to various experiences such as handling supplier relations, handling problems that show 14.98% can save the business well (Andriani, 2020). We haven't encountered many studies related specifically to local Acehese wisdom for inteprenurship, but the business spirit of the Acehese people is known to be superior by many parties, for example the term "*Cina Itam*". The term of *Cina Itam* applies to the Pidie people because they are known to be smart in trading like the Chinese (Akmal, 2011). The success of Acehese entrepreneurs has been widely recognized nationally and internationally, the 29 Kg gold donation at the top of the National Monument and the founder of Bank Duta is H. Markam the son of Aceh.

Aceh also has a history of successful trade with various countries in the 16th century of the glory of the Darussalam kingdom under the leadership of Sultan Iskandar Muda. The Pidie people are known to abstinence from doing nothing, just "*berleha-leha*" (lounging around) at home or being unemployed. If someone is an adult (especially a boy), they are highly encouraged to migrate to the city, either seeking knowledge or trading (Fitriyani, 2017). Entrepreneurship values that develop in the culture of society can encourage the enthusiasm of young people to do business later, the results of the study conclude that the importance of encouragement through various strengths, education and religion significantly affect children's motivation and thoughts in entrepreneurial (Prasetyani, 2020), therefore the use of cultural values to encourage business enthusiasm from an early age needs to get attention to push back the glory of Aceh's trade as it used to be, For this reason, the focus of this study is to find how the values of local Acehese wisdom and Islam encourage the spirit of student engagement with a qualitative study approach to the people of Aceh Province.

The quality of human resources who have an entrepreneurial spirit is influenced by their experience since childhood, this is illustrated by the quality of current educational materials and goals. Education is one of the factors that determines how the next generation, the generation that is in accordance with the expectations of the current nation, having an entrepreneur mentality since childhood is an important thing, so that it is a driving force for increasing the economy of a region and a country (Akhir, 2019; Andriani 2020). If this spirit is not introduced to students from an early age at every level of education, then when they grow up they will only become unemployed without activity and creativity in accordance with the development of an increasingly globalized world, and in the end, they will fall into various social crimes. Indonesia needs a lot of entrepreneurs. To encourage the number of Indonesian entrepreneurs to reach 2 percent, there must be a special support program that focuses on encouraging this effort (Kemendiknas, 2010).

The direction of development in increasing the spirit of entrepreneurship is already in the national guidelines, both written in the RPJPN and RPJMN as mentioned earlier. The spirit of local-based entrepreneurial development has also received a good portion of Aceh's development, this can be seen in Qanun Number 1 of 2019 concerning Aceh's RPJM and Aceh Qanun Number 9 of 2012 concerning Aceh's Long-Term Development Plan 2012-2032, where there is a strong desire expressed in the two political instruments, that the business sector and entrepreneurial spirit need to be moved significantly, especially the micro and cooperative sectors (Pemda Aceh, 2020). The problem of entrepreneurship is a problem of the nation's welfare, a developed nation is a nation that has a large number of entrepreneurs, that is a problem for all of us. Entrepreneurship seems to be a fixed price for any country in this world that wants to rise to a higher level

to become a developed country, Sociologist David McClelland stipulates a limit of two percent of the total population must be entrepreneurs so that a country can be called a developed country (Konadi & Irawan, 2012).

## 2. Method

Therefore, this research has a strong urgency for success as a basis for learning materials and curricula that can provide entrepreneurial enthusiasm for students according to the level of development and interests of the government and today's era based on Acehese local values and Islamic values. To obtain maximum results, this research uses a qualitative approach. find accurate data on various matters related to local community-based entrepreneurship, so that based on field facts it will make it easier for researchers to describe the information to encourage student enthusiasm.

Sources of data are Acehese entrepreneurs who have successfully taken part in various businesses spread across Aceh and various other regions. Data collection techniques are direct interviews or through other sources who know the data sources that are the object of research, data collection is also carried out from various other sources such as books, journals and various other trusted media, as well as focus group discussions (FGD) which are is a technique for holding discussions with several respondents on a research topic to find out their views or understanding,

Data processing goes through several stages, namely data reduction, which at this stage is focused on the process of selecting, simplifying, abstracting and transforming raw data resulting from the data collection process according to the needs and focus of research, the next stage is the stage of presenting data in the form of brief descriptions, charts or flowcharts and the like. The final step is verification and drawing conclusions. The basic assumptions and initial conclusions are further strengthened by consistent and evidence that researchers find in the field, then comparisons are made with fellow sources for the accuracy of conclusions (Sugiyono, 2019).

## 3. Results and Discussions

### *Being an Entrepreneur is Worship*

The results of research by The Global Entrepreneurship and Development Institute Indonesia's entrepreneurial ecosystem is ranked 103 out of 132 countries in the world, this index has increased from the previous year and was ranked 120 out of 130 countries (Patricia & Silangen, 2016). However, this data shows that the development of entrepreneurship in Indonesia is still limited, therefore the government is trying to achieve its target of increasing the number of entrepreneurs from 1.5% to 2%. The results of the Population Census in September 2020 recorded Indonesia's population of 270.20 million (BPS, 2020).

Thus, at least Indonesia must produce 5,400 people eager to become entrepreneurs so that they become heroes in saving the nation from poverty. benefiting others, that's the best human concept in Islam thus he has built his charity savings to go to heaven. This is in line with the Word of Allah Surah At-Taubah verse 105, Meaning: And Say: "Work you, then Allah and His Messenger and the believers will see your work, and you will be returned to (Allah) Who Knows the Unseen and the Real, then He will inform you of what you have done (Al-Quran, 2023). The results of Muhammad Iqbal's 2017 research concluded that entrepreneurship is one of the poverty alleviation efforts. Poverty is very close to disbelief كَادَ الْفَقْرُ أَنْ يَكُونَ كُفْرًا, meaning: Poverty is close to disbelief. Being an entrepreneur is part of alleviating poverty, because trying is mandatory, good food is food

that is obtained by one's own efforts. This is in accordance with the word of Allah Q.S. al-Baqarah: 286, meaning: "For humans, rewards according to their efforts and get what punishment they try (Al-Quran, 2023).

On the other hand, people who work hard will succeed, in that regard, rich people are required to pay zakat and it is sunnah to give alms to those who are poor who need a helping hand. Zakat and alms have a very important social function, which is to equalize social welfare and establish good relations between the rich and the poor. Zakat can only be carried out by someone who has business and wealth and a certain level of income. In the sense of fulfilling the requirements and pillars of zakat that have been stipulated in the syara`. This condition can only be achieved when a person works optimally. Thus, the essence of work means doing good deeds that can lead to other goodness.

For the people of Aceh, the dimension of worship allows the spirit of every soul to try its best, because worship is a charity that is rewarded as promised by Allah SWT. "We have made for you all in the earth as a field to seek life (work); But very few of you are grateful (Al-Quran, 2023), Our work will be worth worship if our intention is to worship. For example, there is an engineer building a road, intending it as worship, the reward will continue to flow forever.

Making a living or livelihood to meet the necessities of life is worship if we intend it only for Allah and for Allah. Worship in language means "an act of expressing devotion to Allah SWT, which is based on obedience to do His commands and stay away from His prohibitions". When you have performed the prayer, then scatter you on the face of the earth and seek Allah's grace and remember Allah as much as possible so that you are lucky (Al-Quran, 2023). The foundation of business as worship needs to be developed from an early age, because education at an early age is easier for children to develop (Silay, 2022).

### ***Exemplify the Prophet as a Successful Entrepreneur***

The Prophet Muhammad SAW is an extraordinary figure who is interesting to study and is an exemplary example in his life's journey from childhood to adulthood, which in general can be duplicated by anyone, including duplicating the success of the Prophet SAW in trading or entrepreneurship (Alquran, 2023). The absence of parents in his life made the little Prophet Muhammad inevitably become an independent person. This is Allah SWT's way of educating the Prophet to be a person who does not like to depend on the generosity of others. Since then little Muhammad became a goat herder as a way to be independent, one can imagine that such a small child had to find his own life (Ardianti & Rusyana, 2010)

History proves that the Prophet Muhammad SAW started all his success from scratch, not because of inheritance or gifts. This is reflected in his story that since he was 6 years old he was orphaned, and at the age of 8 his grandfather had to leave him forever, after that he lived with his uncle Abu Talib (Taufikurrahman & Kolifah 2020). Even at the age of 12, young Muhammad had to trade to various areas to accompany his uncle. But without realizing it, this step actually forged the entrepreneurial abilities of the Prophet Muhammad. Because he departed from that path, young Muhammad gained invaluable knowledge and experience in developing his trading skills, At the age of 17, the young Prophet Muhammad had entered the category of big entrepreneurs with cross-border trade routes playing export-import. The Prophet's business trip at that age had penetrated to Syria, Jordan and Lebanon, competing with senior regional level businessmen. The trading mission of the Prophet Muhammad SAW expanded and



continued along the main trade routes, including Yemen, Syam through Madyan, Wadil Qura. The profits obtained are greater than other trading groups. The nature of the prophet who is tenacious, honest and trustworthy makes the efforts carried out by the Prophet successful, many want to provide capital and invite the Prophet to work together (Hardiati, 2020).

From the history of the Prophet's birth and trading success, we can conclude that the Prophet's success did not start with large capital, instead his success began with his noble character, which gave birth to the trust of the owners of capital to work together for mutual benefit. We should emulate all the characters or characteristics of the Prophet Muhammad SAW as an example if we want to be successful in doing business. What Allah says in the Qur'an in surah Al-Ahzab: 21 is as follows:

لَقَدْ كَانَ لَكُمْ فِي رَسُولِ اللَّهِ أُسْوَةٌ حَسَنَةٌ لِّمَن كَانَ يَرْجُوا اللَّهَ وَالْيَوْمَ الْآخِرَ وَذَكَرَ اللَّهَ كَثِيرًا - ٢١

Meaning: *Indeed, in (self) the Messenger of Allah is a good role model for you (namely) for those who hope (grace) Allah and (the arrival of) the Day of Judgment and who remember Allah a lot (Alquran 2023).*

All of the Prophet's characters can be role models in doing business and in daily life summarized in four traits, namely Shiddiq, namely being true and never hiding defective merchandise, secondly Amanah or trusted by both the owner of the goods and customers. From an educational point of view, the story of the Prophet Muhammad above can serve as a basis for parents, educators and educational institutions that entrepreneurship is not an ability that suddenly comes from the sky, but is the result of upbringing, training and experience that combines theory as well as practice (direct) (Asari, 2020).

For this reason, children in Indonesia must be instilled with the entrepreneurial spirit as early as possible, with many successful entrepreneurs, a nation will be strong. The message from the Prophet Muhammad SAW is that we should not leave our children in such a state *dhoif* (weak) his faith, his morals, his education, his treasure, because poverty is all very close to disbelief (Rizka et al., 2021). In other hadiths, the Prophet often mentions that poverty is like a two-edged sword, with two eyes one day one day he will hurt himself. This means that the state of poverty will have a negative impact on the economy, society and the State, besides that it can also damage one's faith. It is often the case that the poor are affected by the assistance of staple foods, it will be easy for them to lose their faith, therefore, with an established economy, it will be easier for them to meet their needs.

### ***The Concept of Entrepreneurial Success According to Acehese Local Wisdom***

Most of the most successful Acehese entrepreneurs today are from the Pidie community, In this case, we can see that large shops in Banda Aceh or Aceh province in general come from that region, even those that are scattered in various regions in Indonesia mostly come from the Pidie community, 70% of those who are successful are Pidie people (Hafasnudin, 2015), for this achievement the Pidie people are often called the "Cina Itam" (Black Chinese)" from Aceh (Akmal, 2010)

This description of success certainly raises big question marks for those who want to try, and has even been widely studied by various academics, what is there in the culture of the Pidei community so that it can be more than other regional communities. Therefore, the concept of success presented in this report is generally based on the experience of

observing and interviewing these entrepreneurs. There are several strategies for achieving success in entrepreneurship based on the values implemented in opening and developing businesses by the people of Aceh, as seen in the following interview results.

a. *Open Early*

The habit of beginners to open a business or carry out activities following the customs that apply in certain areas, so it is very difficult to get new customers, because in general consumers already have their own shopping place, this behavior is difficult to change, if the previous place had good service. Hence the concept of opening earlier (*Buka Beu Awai*) also opens opportunities to get consumers because many entrepreneurs have not opened their businesses, this concept is also related to opening a business on holidays where many other businesses are closed such as Sundays. *Buka beu awai* contains multiple objectives as the following interview below;

*The Acehnese have a strategy in trading not because of a lot of capital, even though a small model can grow big by carrying out God's commands, for example, open faster (open beu awai) because at dawn the sustenance of Allah spreads it, not more awai not just waiting for buyers but all the time expect blessings from the almighty (Interview with Mahli, 2022).*

The concept of opening faster actually already exists in Islamic teachings, this principle is implemented in the Acehnese context with the title "*buka beu awai*" If you open late, the sustenance isn't there anymore *abeh dipatok manok* (if you open a business late, there is no more sustenance, the chicken has run out). In Islam after Fajr prayer it is not recommended to linger or sleep if not uzur (obstacles according to religious provisions),

According to the views of the scholars, sleeping after dawn is prohibited and is not permitted if there is no excuse and necessity. The reason is, the time after dawn is the time when blessings and fortune descend from Allah SWT. As Rasulullah SAW prays to Allah so that his people will be given good fortune in the morning like the following hadith, which means: "Ya Allah, bless my people in the morning (Hanafi, 2021).

Opening earlier is following the sunnah for blessings and including the person the Prophet prayed, so open early even though there are no buyers, there are many other activities that can be done, such as organizing and tidying up/cleaning merchandise and so on, this must be done every day, "The best work is the efforts of a worker when he does his best (Fatah, 2009).

Open more early as practiced by those who are successful can give blessings, because Rasulullah had prayed for them all. With this blessing so that the sustenance that Allah sprinkled in the morning can be achieved by all of them, the people of Aceh believe that it is too late to try and there will be no more sustenance because "*habeh dipatok manok*" (its meaning it's too late to open the sustenance after being pegged by the chicken). Opening earlier besides being able to pray on time also provides a blessing of good fortune, so this concept is non-negotiable for entrepreneurs who want to be successful.

b. *Attractive Lighting and Arrangement*

Opening earlier provides a good time before activities, apart from praying, also available time can be used to make various preparations, removing items that are suitable for display outside, setting bright lighting will bring a comfortable atmosphere and

produce attractive displays.

Don't save on lighting, provide sufficient lighting, for example, Indomaret uses an average of up to 40 lamps in a two-door store, average 40wat per lamp. The results of the study show that shops with bright lighting are the most visited. An unattractive business place with a dark atmosphere the Acehnese call it "*keudee klep*" (Interview: Badaruddin, 2022).

Putting out items that are supposed to be displayed outside takes a long time, so with the concept *buka leubeh awai* allows them to do the heavy lifting, shops that usually only open their doors and close their doors in the evening make people unattractive and cause goods to be dirty and dusty because they are rarely touched. For goods that are suitable outside must be outside or hung according to the type of goods, goods must be cherished every day by being arranged and cleaned so as to attract buyers' interest:

*Opening a business just by sitting around playing HP is a sign of a potential entrepreneur failing. Entrepreneurs are always active in arranging goods when there are no visitors, an example as we always have in the concept of successful entrepreneurs such as Indomaret, Alfamart, and others, there are no shop assistants who sit around when there are no visitors* (Interview: Badaruddin, 2022).

Almost all large businesses or companies today certainly start from the smallest point, Indomaret for example. Indomaret was originally just an ordinary shop established in 1988. With good service prioritizing quality and convenience when shopping, Indomaret is growing rapidly, in 1997 Indomaret began to create a franchise minimarket business network (Azizah, 2013).

The results of the study show that adequate preparation allows a person not to rush and can prevent emotional fluctuations and stress. Another beneficial effect is an increased sense of self-preparation for being one step ahead, compared to those who wake up late so they have no preparation. Good productivity and brain abilities ultimately help maximize all potential in a person. In the long term, the habit of getting up and doing activities early in the morning makes a person more stable, has a leadership spirit, and lives a happier life.

#### c. Available All Kinds Although Limited

Literally *na bacut sapu* is available goods, although few, but according to the term has a broad meaning related to capital, self-employment not by hoarding goods without sufficient surveys about the conditions and needs of the surrounding community according to and not with the business, what types of goods are available. Draft of *na bacut sapu* including record keeping and good service to potential customers. Therefore, opening a business is primarily not a large capital, a large capital if it is not in accordance with the needs of the target community, the turnover will stall and fail.

*Based on the results of a survey, all goods that are traded are generally what they need, even if it is provided in small quantities, don't let very general needs not be available. If there is a more specific need that is not yet available, it is recorded properly and immediately fulfilled, even if it is in a small amount for a while* (Interview: Saiful, 2022).

For small business beginners, the owner must go directly to seriously observe and serve well not part-time, do not assign others, who do not have the knowledge and temperamental character, because the staff who are paid usually do not have sensitivity



because he is paid a monthly salary so he is not interested in these detailed matters (Interview: Lukman, 2022).

Goods needed by consumers are not yet available, recorded in the order book and immediately provided, although in limited quantities, this concept is included in the meaning *na bacut sapu*, always sensitive to the need to learn to explore things as a source of sustenance, in accordance with Allah's commands in the following Al-Quran Surah Al-Mulk:

هُوَ الَّذِي جَعَلَ لَكُمُ الْأَرْضَ ذَلُولًا فَامْشُوا فِي مَنَاكِبِهَا وَكُلُوا مِنْ رِزْقِهِ وَإِلَيْهِ النُّشُورُ

Meaning: *He is the one who made the earth for you in a state that is easy to use. So, explore all directions and eat some of His sustenance. Only to Him you (return after) being raised (Alquran 2023).*

For beginner small entrepreneurs, you should not smoke if you want to be successful, because minimal profits will be spent on cigarettes. which should be for the addition of the necessary merchandise so that the capital will rotate continuously. There are many cases of small-scale novice entrepreneurs and heavy smokers who are usually not successful because small profits are lost in vain, so that the supply of merchandise fulfilling the concept of *na basut broom* cannot be realized. will be lost.

#### d. *Be friendly, Polite and Happy to Serve*

Friendly and courteous are Islamic teachings, Allah really hates them arrogant, because arrogant is the clothing of Allah, because He is the almighty everything.

وَلَا تُصَعِّرْ خَدَّكَ لِلنَّاسِ وَلَا تَمْشِ فِي الْأَرْضِ مَرَحًا إِنَّ اللَّهَ لَا يُحِبُّ كُلَّ مُخْتَالٍ فَخُورٍ - ١٨

Meaning: *And do not turn your face away from people (because of pride) and do not walk the earth arrogantly. Truly, Allah does not like those who are arrogant and proud of themselves (Alquran 2023).*

Friendly and not arrogant has a deeper meaning in serving consumers, there is greeting in the community around and in various activities including doing business, meaning that service must be optimal, the buyer is king and not easy *bingkeng* (mean: quick to anger), if there are things that are less pleasing from consumers within the limits of reasonableness.

Don't use cellphones because selling using HP psychologically damages relationships with them, such as talking to consumers while having a cigarette in their mouth or playing games, Polite is also not returning money with the left hand, for the community this behavior is something that is very taboo, may contain various interpretations, but cases like this are generally considered by the people of Aceh to be impolite, disrespectful and demeaning to other people, with this concept Aceh dominated the ancient trade, It's not an exaggeration to say that Aceh has appeared on the historical stage (for the first time) in relation to commercial activities (Asnan, 2020).

Smoking while talking not everyone can accept this behavior, in fact quite a lot of people think it's not good, dirty and disrespectful to consumers, with this friendly attitude will be able to increase buyers (Komari, 2023). This concept has also become a strict SOP by all American, European and large companies in the world.

Smoking and playing with cellphones are strictly prohibited, even their motto we often see at KFC, officers don't smile, free food. This is actually the meaning of being friendly in serving well and in totality, we can also observe this in the Indomaret and Alfamart businesses that are thriving around us today, we have never found Marek smoking and playing with his cellphone while on duty even though the customer is not there, this is what is meant by the concept excellent service is actually based on 7A + S One of which is *Aptitud* (Supredi et al., 2023). Serving should be as a pleasure not because it is forced as an obligation, p Entrepreneurs like this generally record a lot of success. Consept *excellent service* in accordance with the Acheness *beuramah and sopan* Many are implemented in large-scale companies, for example on the back of the cashier it says "Cashier doesn't smile free orders".

e. *May be more or less*

In the meaning of the word *Jeut leubeh kureung* means more or less, can literally mean a wider figure of speech not rigid, included in the price and social system of society. Opening a business, especially on a small scale in a community where kinship is still strong. Pricing is not in accordance with the label or barcord system through a computer system as practiced by large and advanced urban companies, for some areas such as suburban urban areas, people are still more comfortable with the bargaining system, this also serves to maintain friendship and strengthen relations between them.

*Jeut leubeh kureung* is meant is not only limited to the prices described above, but can be more flexible in exchanging goods that have been purchased with other goods, there must also be an opportunity for that.

*In various rural and suburban areas, if it is too rigid, consumers will gradually abandon it, because it is considered unfriendly according to Acehnese culture. In the meaning of jeut leubeh kureung as long as it's not detrimental there's no wrong opportunities are given to strengthen friendship between them, if you can make it easier don't make it difficult, this is the motto of one of the successful entrepreneurs in Banda Aceh City "Easy and Simple", what's interesting with this motto is that when competition is getting tougher in price, there are other opportunities offered, namely easily and cheaply (not difficult and fast), this is one of the needs of urban consumers who have a busy time with lots of activities. (Interview: Mahli Baru Banda Aceh).*

This is different from large-scale businesses in urban areas, of course a bargaining process is not needed because urban communities are practical people and sellers and buyers do not know each other, but service and quality are needed.

f. *No smoking (Without cigarette)*

The research results show that going from a small business to a successful entrepreneur only takes 12 years (Rizka et al., 2021) If without cigarettes, logically, for example, the average smoker spends IDR every day. 40,000, one-month Rp. 1,200,000, one-year Rp. 14,400,000, 12 years spent Rp. 172,800,000, The money will be saved if you don't smoke and become capital if you save it. With capital like that, someone who has been in business for 12 years will certainly have various relationships and partners who will already have billions in power. Therefore, small-scale entrepreneurs started by smokers are rarely successful. For smokers, this will happen easily because smoking without realizing it takes away from their business which is displayed without having to

pay, without realizing that the monthly total is more than the profit that should be obtained.

These profits should be used as additional capital for the merchandise needed so that the capital will rotate continuously. In many cases, novice entrepreneurs on a small scale and heavy smokers are usually not successful because small profits are lost by being wasted on cigarettes. So that the inventory of merchandise that meets the concept of *na bacut* broom cannot be realized. Cigarettes are an addictive disease (Salim et al, 2024; Fadhilah & Maulana 2022) which is difficult to get rid of, even smokers often say that it is better to have no rice than no cigarettes, even more fatal has happened to the researcher's data source, an Acehnese woman Jaya worked as a teacher and was divorced by her husband because he was repeatedly forbidden to smoke.



**Figure 1.** One of the famous motorbike showroom entrepreneurs in Aceh

By implementing local wisdom values with strong motivation, in an average of 12 years they have succeeded in becoming successful entrepreneurs. The photo above is one of the famous motorbike showroom entrepreneurs in Aceh currently who has 5 motorbike showrooms (Dahlan Motor) and hundreds of shops in Aceh Besar and Banda Aceh, started a business with a ketengan business, as did Mahli Mini Markat, Pantasi, Pante Perak, Amel Hotel and others started a business with a small model but filled with enthusiasm and wisdom so that they were very successful.

#### *g. Spirit Doa Senjata Segala Kesuksesan*

Prayer is a servant's hope for the Creator, you can pray in any language, because Allah is the owner of all languages, in praying there are no limits, you can pray anything both material and non-material. Prayers of a material nature such as easy sustenance, business success, easy getting a job, being able to own a house, car, having a good life partner and so on. Meanwhile, non-material prayers are hopes that cannot be seen with the eyes, such as forgiveness of sins, peace of mind, joy of heart, steadfastness in faith and good deeds, blessings of life, long life, protection from various disasters and dangers, etc. other. Prayers can be grouped into 2 categories, namely *fi'li* prayers which are actions that lead to successful business activities and hopes, opening a business, being painstaking in serving, being polite, friendly and carrying out various strategies in developing one's business and following the culture. local community. Prayer in the form of *fi'liyah* also needs to consider various sciences according to the field, these sciences are currently not taught in traditional Acehnese Islamic boarding schools, this can be seen from the following statement by Ustad Zulfadi from the Budi Lamno Islamic boarding school (2024):

*“The focus of our Islamic boarding school's learning is yellow books and religious practices, entrepreneurship learning usually speaks in Islamic jurisprudence as well, which is taught by the teachers, while entrepreneurship knowledge is usually taught by them themselves from various sources, such as Islamic boarding schools' businesses, books, online sources after completing their education”.*



Gambar Rutinitas Santri Berdoa Berjamaah  
Menjelang Shalat Magrib Pasantren  
Al-Madiatuddiyah Babussalam,  
Blang Bladeh Bireun 2024



Salah Satu Peryataan Akun Youtube @Munam2001  
Membuktikan Santri Lebih Cepat Sukses dan  
Entrepreneurship Diakses 5 Juli 2024

**Figure 2.** The santri pray together

Meanwhile, prayer in the form of kauliyah is a request to Allah through words that are gentle, polite, humble and full of hope. The best prayer in the nature of kauliyah is when prostrating in prayer silently. There are even hajat prayer facilities as a prayer to Allah for the success of something and there is dhufa prayer whose function is to open the door to success and sustenance in one's life.

Prayer erases destiny, if destiny had been determined long before humans were born, then with prayer humans could be successful in accordance with economic developments and the times. Allah is all-powerful over everything, nothing is impossible with Him, as long as the prayer is in accordance with His will and in accordance with Allah's wishes and pay attention to the procedures for praying. Acehnese people are known to be clever in interpretation and pray a lot, the ones who are most successful are the santri because they pray the most. We can also see this in the posts of the students in the Figure 2.

#### 4. Conclusions

Wisdom values and Shari'a values have various political powers through various regulations in Aceh that have not been utilized optimally, Islamic values and local wisdom are the basis for entrepreneurial success if practiced properly, because in Islam entrepreneurship is worship and role model of the Prophet Muhammad SAW, as well as encouraging the progress of a nation and avoiding the proximity of the people with disbelief. In Aceh's local wisdom values, entrepreneurs will be successful if their business is opened early so that it is a blessing, because that morning the sustenance is distributed, *na bacut sapu, jeut leubih kureung, beuramah*, polite and happy to serve, these values are no longer understood and need to be made into material in every school lesson as the local curriculum, so that it becomes a motivator for the younger generation to want to start entrepreneurship from an early age.

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