

Effective Communication Methods in Entrepreneurship Case Study of *Qism Maqsof Banat STIBA Ar Raayah Sukabumi*

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ABSTRACT

This research aims to find out the effective communication methods of Qism Maqshaf Banat STIBA Ar Raayah in entrepreneurship. STIBA Ar Raayah students come from all over the archipelago from Sabang to Merauke which of course consists of various cultures, language dialects and distinctive communication characteristics in enriching the treasures of communication diversity in this pesantren-based college. This research uses a case study method with a qualitative approach supported by interviews, observation, and documentation. The results showed that to achieve effective internal communication, Qism Maqshaf goes through a series of processes, namely by conducting research on the needs and desires of female students and then in a traditional way they spread product reviews, as well as evaluating and providing feedback to suppliers. Qism Maqshaf members always provide the best service for prospective buyers in accordance with the vision and mission of business communication, such as by trying to understand the cultural characters and language dialects of each student who is a customer. Communication that is put forward in muamalah here is persuasive communication, which is to change or influence a person's attitude or behavior so that it acts in accordance with what is expected by the communicator.

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1. INTRODUCTION

Islam not only teaches to worship, but Islam also teaches its people to be independent and work hard, one of which is entrepreneurship, work for everyone is a necessity, not just an obligation (Wijayanti, 2018). Islam rejects the perception that work is only considered as a secular activity or a means to achieve material pleasure alone. Islam understands work as part of worship and the achievement pursued is not only limited to material but also the blessing of the material obtained (Hijriah, 2016).

The role and function of Islamic entrepreneurship is very important as one component of the bridge to the progress of Indonesia's economic development, where the amount of human resources owned by a nation or country can be directed to create more new jobs by encouraging and facilitating them to become a Muslim entrepreneur or entrepreneur. Be it a small, medium or large-scale entrepreneur (Chrysnaputra & Pangestoeti, 2021).

Progress in a country needs to be supported by the existence of entrepreneurs. The UN statement suggests that a country will be able to develop if it has entrepreneurs as much as 2% of its population. Currently, Indonesia has only reached an entrepreneurship ratio of 3.47%, lower than Singapore where entrepreneurs have reached 8.6% of its total population of 5 million. Similarly, Malaysia and Thailand are already above 4% and developed countries have reached 10-12% on average. The entrepreneurship ratio is a prerequisite for Indonesia to become a developed country by 2045 so the country must have a minimum entrepreneur ratio of 4% of the population as stated by the Minister of Cooperatives and SMEs, Teten Masduki (Dadag, 2023). However, with this percentage, the welfare of the people in this country has not increased. This is why entrepreneurship is at a crossroads (Romli, 2019).

To achieve economic growth in Indonesia under global uncertainty, it is necessary to empower small businesses that are considered capable of developing production. In accordance with the government program, the target is 5 million new entrepreneurs until 2025 by developing human resources for the advancement of national entrepreneurship. Efforts to increase the capacity of entrepreneurs, the government seeks to improve the quality of human resources in entrepreneurship with three stages, namely breeding, tempering, and development (Sukirman, 2017). In terms of Human Resources Development, one of the important points is how a person is able to communicate well because entrepreneurship is known in the form of socialization not isolation, namely in the form of communication and interaction with external parties, such as business partners. With this communication and interaction, it will form a personality that includes attitudes, behaviors and value systems. The activities of business actors in daily life involve elements of giving and receiving information through communication. For this reason, communication in the business world plays a major role in the success of the business itself (Setiawan & Putro, 2021).

Humans are social creatures, which in their daily lives require communication, because without communication, interactions between humans, both personal and group, will not be realized. This action and reaction between humans is referred to as an act of communication (Setiawan, 2021). In a communication, the messenger is called the communicator and the recipient of the message is called the communicant. Communication actions can be carried out in various ways, either in the form of words, oral or written or not in the form of words, for example behavior, pictures and other forms that contain meaning. Humans as producers or as consumers also need to communicate

to find out the needs of others. Therefore, companies really need to carry out communication strategies to their consumers (Zahra et al., 2022).

Communication can be delivered either directly or indirectly. Indirect communication is an act of communication that is carried out not in person but through certain intermediary tools. For example, conveying information through magazines, newspapers, radio and others. (Setiawan, 2021) Effective Communication is the most important skill in life, besides that it can also be called a means of also a means of establishing effective human relations both in matters relating to entrepreneurship and a means of sharing information or a means of getting to know each other. To become a successful entrepreneur, it is necessary to apply an effective communication method (Marganingsih et al., 2019).

Researchers reviewed previous research relevant to this study. This aims to support the theories used in this study, such as research conducted by Tambunan & Menatri (2022) with the title "Communication Model in Building the Spirit of Youth Entrepreneurship in Medan City" discussing the effect of the communication model in building the entrepreneurial spirit of youth in Medan city is to explain how to convey or inform about building and developing the entrepreneurial spirit for youth in Medan city. The results showed that the way of entrepreneurial communication, self-briefing, and action in entrepreneurship had a clear effect on the performance of small businesses in building businesses.

Research conducted by Suprpto (2018) in his research entitled "The Effect of Effective Communication to improve Student Entrepreneurship Learning Outcomes" explains that with effective communication, managerial functions starting from function, implementation and supervision can be achieved. This shows that the use of effective communication has a significant effect on improving student learning outcomes, which is 95%. Lectures that use effective communication are a good tool to be applied in higher education.

Rakib (2010) in his research entitled "The Effect of Entrepreneurial Communication Models, Entrepreneurial Learning, and Entrepreneurial Attitudes on Small Business Performance" also explained that entrepreneurial communication models, entrepreneurial learning, and entrepreneurial attitudes have a significant effect on small business performance. This implies that to predict the formation of small business performance, the amount of variables of entrepreneurial communication models, entrepreneurial learning, and entrepreneurial attitudes must be taken into account.

This research was conducted to examine the method of communication *Qism Maqsof Banat* in entrepreneurship. To achieve its goals, each entrepreneur has its own communication methods, plus along with the times entrepreneurial activities began to utilize the presence of technological sophistication that provides a lot of ease of communication between entrepreneurs and consumers.

In general, previous studies still focus on the role of communication in entrepreneurship, entrepreneurial provision, entrepreneurial learning and entrepreneurial action, no one has examined specifically the role and Islamic values in business communication.

2. METHODS

This research uses a case study method with a descriptive qualitative approach, which is a problem-solving procedure investigated by describing or describing the state of the subject or object of research. This research seeks to provide a description and

explanation of the Effective Communication Method in Entrepreneurship Case Study of *Qism Maqsof Banat STIBA Ar Raayah Sukabumi*.

Data collection techniques are carried out by direct observation, interviews and documentation. In this research, primary data will be obtained by conducting observations and interviews with informants. Secondary data will be obtained from references in the form of texts related to the research.

The informant of this research is the Head of *Qism Maqsof Banat STIBA Ar Raayah Asih Bunayya Fitri*, a student of KPI Study Program in the 5th semester. The research location is on the STIBA Ar Raayah Sukabumi campus. Through direct observation and observation, the author can compare the results of observations with informant information through interviews.

3. RESULTS AND DISCUSSION

3.1 Effective Communication

Communication is a means of establishing a relationship between one person and another, thus establishing a social relationship. Communication is a process by which we can understand and be understood by others. Communication is a dynamic process and constantly changes according to the situation (Suprpto, 2018).

Effective communication is the ability of communication to produce attitude change in other people in the communication process. The ability in effective communication will help one to open up successful entrepreneurial opportunities that require effective communication skills (Tambunan & Menatri, 2022).

If we want to influence others, then first grab his attention, then arouse his needs, give instructions to the person how to satisfy these needs, then give a picture in his mind about the advantages and disadvantages he will get if he implements or does not implement our ideas, finally encourage him so that he wants to take action (Susmita et al., 2021).

When someone is good at communicating, it means that he is good at organizing thoughts in the form of clear speech. Good and effective communication followed by honest behavior, consistent in conversation will greatly help an entrepreneur in developing his business (Marganingsih et al., 2019).

With effective communication, managerial functions starting from function, implementation and supervision can be achieved. Communication must be carried out effectively so that communication can be easily understood by communicants, effective communication can be done if someone who communicates understands the meaning of effective communication, the process of effective communication and the elements of effective communication (Suprpto, 2018).

An entrepreneur who wants to increase the results of his business must know how to communicate in entrepreneurship, because the importance of communication can affect the ability in entrepreneurship and with effective communication can attract buyers (Tambunan & Menatri, 2022).

3.2 Communication and Entrepreneurship

Entrepreneurship or entrepreneur is taken from French, namely *entreprenre* means to run. The words Entrepreneurship and Entrepreneur sometimes still think that the two words have the same definition. The word entrepreneur comes from the French "entre" (between) and "prendre" (to take) (Rama et al., 2022). So that in general it can be

interpreted that entrepreneurship is the attitude and courage of a person in carrying out a business that leads to search efforts, application of work methods by increasing better efficiency, communication is generally carried out verbally or verbally which can be understood by both parties.

The science that studies the values, abilities, attitudes and behavior of a person in meeting challenges in his life (individuals/organizations) effectively and efficiently so that he is able to be independent and can develop them in a better direction, so that they are effective and efficient is called entrepreneurship. An entrepreneur is someone who is always developing and developing every potential and ability he has (Nurbudiyani, 2013).

The term entrepreneurship from the translation of entrepreneurship, which can be interpreted as "the backbone of the economy", namely the nerve center of the economy or as the *tailbone of the economy*", namely the economic controller of a nation. Etymologically, entrepreneurship is the value needed to start a business *startup phase* or a process in doing something new *creative* and something different innovative. One of the drivers of innovation besides change and the need to adapt is the awareness of the gap between what is and what should be (Saragih, 2017).

Being an entrepreneur is the right choice, so an entrepreneur will create jobs so that it can help reduce unemployment, help improve the nation's economy, and help realize an independent society (Utama, 2017).

The competency of knowledge about the market itself is one of the competencies that can increase the superiority of new products. An entrepreneur must have competence in obtaining market information. The effectiveness of this market information will increase the success rate of new products (Ardyan, 2002).

Entrepreneurial activities that are accompanied by behavior that does not harm others are certainly good behavior, for that entrepreneurial activity does not need to be doubted, at this time what needs to be increased is the number of business people or entrepreneurs (Darwis et al., 2021).

Entrepreneurship also requires strong determination, patience, a strong mentality, and being able to provide its own characteristics that can distinguish our business from other people's businesses. An entrepreneur who wants to succeed in managing and improving his business performance must have effective communication skills (Rakib, 2010).

In addition to motivation, entrepreneurial knowledge is another factor that can foster an interest in entrepreneurship. An entrepreneur will not succeed if he does not have knowledge. To become a successful entrepreneur requires careful business planning and the courage to take the risks that will occur in running the business (Prasetio, 2020).

Entrepreneurs are recognized not in isolation, but in communication and interaction with other parties outside themselves, because entrepreneurs are like social beings who do not stand alone, entrepreneurship requires communication and *feedback* in order to achieve success or success in their business activities (Setiawan, 2021).

Communication itself is the process of disseminating or distributing information to each other, either inside or outside the organization (Fauzi et al., 2022). Communication that is considered good is communication that takes place reciprocally and continuously can create mutual understanding of all parties (Setiawan, 2021). The importance of effective communication in influencing small business performance is quite large, as stated by Meng and Liang (1996) that 17% of performance is determined by the ability to communicate with customers (Rakib, 2010).

Entrepreneurial provision is also important for an entrepreneur, to start a business, an entrepreneurial learning process is needed in order to improve the ability to develop business opportunities (Tambunan & Menatri, 2022).

3.3 STIBA Ar Raayah Profile

Sekolah Tinggi Ilmu Ilmu Bahasa Arabic (STIBA) Ar Raayah is one of the private Islamic campuses located in Sukabumi Regency, West Java. The college uses a *boarding school* system for all its students. This college is under the auspices of the Ar Raayah Sukabumi Foundation as stated by the head of STIBA Ar Raayah, Dr. KH. Sirojul Huda, Lc., M.A. that this college is still new, obtaining an operational permit for establishment in 2012 and only has two study programs, namely the Arabic Language Education Study Program and the Islamic Communication and Broadcasting Study Program (Nuradi et al., 2021).

3.4 Profile of *Maqsof Banat* STIBA Ar Raayah

Maqsof Banat is one of the STIBA Ar Raayah Student Activity Units (UKM) which was established in 2013 and is currently operating actively to meet and provide various needs for mahasantriwati, such as snacks, fast food drinks, school stationery, and toiletries or washing equipment.

Small and Medium-Sized Enterprises (SMEs) and Cooperatives are able to become the backbone of an increasingly reliable economy; able to develop as a business entity as well as a healthy, resilient, strong and independent people's economic movement; and become an effective forum for mobilizing the economic power of the people in all economic activities/sectors (Kader, 2018). The profit or profit from the *maqsof* itself will return to the students, where the profit is used to help STIBA Ar Raayah to print learning modules for students.

The implementation of student cooperative management in schools is that students increase knowledge about the implementation of cooperative management and increase their knowledge, then cooperatives can apply the knowledge learned about the science of implementing cooperative management and entrepreneurial spirit and can make cooperative financial accountability reports properly and correctly (Suyati, 2016).

3.5 *Qism Maqsof* Entrepreneurial Strategy

One of the scientific bases most related to entrepreneurship is marketing. Marketing is a process of planning and implementing the creation, pricing, promotion and distribution of ideas, products, and services to create exchanges that provide satisfaction to individuals and organizations (Gurmilang, 2015). As with *maqsof* or cooperatives, which is one type of business that is not foreign to our ears, has its own way of marketing its superior products, as for the purpose of establishing its own cooperative, namely to help meet the needs of members in a place.

Cooperatives are one of the economic organizations that based their activities on the principles of the people's economic movement based on family principles. The development of school entrepreneurship based on creativity and innovation can provide valuable learning experiences for students. The utilization of school cooperatives can be used as a place for students to practice directly in honing their skills and expertise (Sukidjo, 2016).

According to Mohammad Hatta, cooperatives are joint efforts to improve the fate of economic livelihoods based on the principle of helping each other (Kader, 2018).

Likewise, *Maqsof Banat* STIBA Ar Raayah was established to meet the primary and secondary needs of mahasantriwati to make it easier for students to shop for their needs without having to take about fifteen minutes to go to the market.

During this UKM entrepreneurship, traditional promotion is done by talking from mouth to mouth of students so that it spreads quickly, because mahasantriwati cannot use devices during the learning period on this campus and also utilizes existing technology to communicate with suppliers, so this method is considered very effective in marketing. Fitri (2022) said, "We as sellers, will first taste the food entrusted by the ustadzat or amilat, then we will give an honest *review* of the taste of the product, then the buyer is interested and buys, and spreads their *review* to other students."

Technology as a development resource has become important recently. Development itself is defined as a nation's effort to improve its quality by utilizing existing resources (Nordiana, 2014). Advances in the field of information and communication technology have had an impact in the form of changes in the lifestyle of people in Indonesia. For example, the habit of shopping at an offline store is now starting to be replaced by e-commerce (Arianti & Muhammad, 2021).

The Student Cooperative as the only shopping center at STIBA Ar Raayah that is allowed to operate provides or opens opportunities for students to shop *online* on "beautiful dates" or days where the *market place* provides free shipping for buyers, for example ordering needs through *shoppe*. Not only that, *qism maqsof* also opens *POs* for students who want to buy fresh fruits and also *skin care*, such as SR12 for example.

This shows that this division takes advantage of technological advances and we can know that external factors are proven to influence entrepreneurial behavior with the growth of e-commerce as the best factor in reflecting external factors (Pancasasti & Khaerunnisa, 2017). *Qism Maqsof* as a consumer who utilizes technological advances can obtain information about the products/services he needs and transact in a fast and inexpensive way (Rahmawati, 2017).

With e-commerce that can be done anywhere, consumers do not need to make trips to the shops, which in turn will reduce the number of vehicles on the road, saving fuel and reducing the level of air pollution because motor vehicle exhaust gases can pollute the environment (Rahmawati, 2017).

If *ustadzah* (lecturer) or *amilah* (employee) entrust their products to *the cooperative*, then the product does not run out immediately, so members of this division go around to every female student's room and sometimes give discounts to those who will buy the product.

3.6 *Qism Maqsof* Service in Entrepreneurship

Qism Maqsof Banat are mahasantriwati or female students who are part of the BEM STIBA Ar Raayah organization which has twelve members and always operates every day according to a predetermined schedule. In addition to selling its flagship products, namely a variety of student needs such as; snacks, dates, fast drinks, soaps, accessories, clothing, school stationery, *skin care*, and many others, this UKM also provides opportunities for STIBA Ar Raayah academics including ustadzat or amilat to sell their wares with the help of this division, we can think of *Qism Maqsof* here as a *reseller* who resells products owned by other entrepreneurs.

Communication between traders who sell or peddle their merchandise starts from attracting the attention of potential buyers, smiling, greeting and showing the goods to be sold (Nuradi et al., 2023).

Even in running their business, this UKM prioritizes manners and morals as its main priority, their way of communicating with buyers is by spreading greetings, then asking how the buyer is, because students live together in Islamic boarding schools so asking how they are is one of the things they often do, then proceed to the main point of the conversation is decorated with gentle words, namely asking what students need at maqsof.

According to the point of view of *qism maqsof*, communication that takes place between *Qism Maqsof* and *suppliers* prioritizes patience and courtesy by adjusting the opposite communicator with the aim of building good and effective communication, even with the enemy, communicating to convey something must be with good words.

Success Rasulullah Shallallahu 'Alaihi Wasallam as a formidable entrepreneur, he is inseparable from the four traits that are inherent in him and his commitment to upholding noble values in business. The noble qualities that led to his success were *shiddiq, amanah, tabligh, and fathonah*. These characteristics then have implications for the emergence of commercial loan sharing which opens partnership opportunities between him and the owners of capital (Rahmawati, 2014; Fauzia, 2019).

4. CONCLUSION

To achieve effective internal communication, *Qism Maqshaf* goes through a series of processes by conducting research on the needs and desires of female students, then in the traditional way they distribute product reviews, don't forget to also evaluate and provide feedback to suppliers. Members of this division always provide the best service for prospective buyers in accordance with the vision and mission of business communication based on the texts of the Al-Quran and As-Sunnah as exemplified by our *qudwah* Rasulullah Shallallahu 'Alaihi Wasallam in entrepreneurship.

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