

Coaching of Student Cooperation To Be “Rahmatan Lil ‘Alamin”

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Abstract— Focus of the problem of this study's presentation emphasizes how the development of entrepreneurship development of "Padang Bulan" student cooperations in the Maulana Malik Ibrahim State Islamic University of Malang, the presentations on the exemplary study in that became important and interesting to be presented as a form of moral accountability in the coaching of student's cooperations becomes “rahmatan lil 'alamin” for the academic community in their environment. This research uses a qualitative approach, data mining is done by interviewing, observing, and documenting. Data analysis uses qualitative analysis techniques from Miles and Hubberman, with stages of data exposure, data reduction, data verification, and conclusions. The main suggestion that can be recommended is that the development of student cooperation "Padang Bulan" Maulana Malik Ibrahim State Islamic University of Malang continues to be consistently carried out in order to carry out entrepreneurship development and learning by referring to the teachings of Islamic religion, so that its existence as one of the student cooperations within PTAIN's aegis can be “rahmatan lil 'alamin” for the academic community and the surrounding community.

Keywords— *Coaching of Student Cooperation, Exemplary Entrepreneurship, Rahmatan Lil ‘Alamin*

I. INTRODUCTION

Entrepreneurship is the most popular phenomenon and has even become a new pattern among the people. The entrepreneurial spirit has lived and developed in the situation and condition of the community so that entrepreneurship can run well [1]. However, the world of entrepreneurship is a business world full of uncertainty and risk where success and failure are in a balanced position [2]. An entrepreneur hopes to always be profitable and never face loss, but it can also happen otherwise [3]. Normatively, in entrepreneurship the benefits obtained should be achieved by using morals and within the limits of reasonableness according to religion.

Actually, in the teachings of each religion has set outlines in behavior related to entrepreneurial activities. The focus of the problem of this study's presentation emphasizes how the development of entrepreneurship development of "Padang Bulan" student cooperations in the Maulana Malik Ibrahim State Islamic University of Malang, the presentations on the exemplary study in that became important and interesting to be presented as a form of moral accountability in the coaching of student's cooperations becomes “rahmatan lil 'alamin” for the academic community in their environment.

In general, the benefits derived from this presentation are for examples of fostering and developing entrepreneurship in the management of student cooperation business units "Padang Bulan" Maulana Malik Ibrahim State Islamic University of Malang. Specifically, this research is the application of the science of integration of science and religion in real life, especially those in the business world. For student cooperation "Padang Bulan" Maulana Malik Ibrahim State Islamic University of Malang, can be used as material for reflection and evaluation in the management and development of their businesses.

II. METHOD

This research uses a qualitative approach, data mining is done by interviewing, observing, and documenting. In extracting the data, it can be done more deeply with the participation of researchers as supervisors of the "Padang Bulan" student cooperative of Maulana Malik Ibrahim State Islamic University of Malang. Data analysis uses qualitative analysis techniques from Miles and Hubberman [4], with stages of data exposure, data reduction, data verification, and conclusions. Checking the validity of the data is done by using triangulation techniques, namely by using triangulation of data sources and data collection techniques so that the validity and reliability of research can be justified.

III. RESULT AND DISCUSSION

A. Overview of Entrepreneurship in Islam

Entrepreneurship is a creative and innovative ability that is used as a basis, tips, and resources to find opportunities for success [5]. The essence of entrepreneurship is the ability to create something new that exists and is different through creativity and innovative actions to create opportunities for success [6]. Made it clear that creativity is the ability to develop new ideas and new ways of solving problems and finding opportunities [7]. While innovation is the ability to apply creativity in duplicate, solve problems, and find opportunities.

Someone who has creativity and an innovative spirit certainly thinks to look for or create new and better opportunities than before. The ability to create requires continuous creativity and innovation to determine something different from what was before, then with creativity and innovation, it will ultimately be able to contribute to the community at large [8].

Judging from the etymology, Tarsis explains entrepreneurship comes from the words "entrepreneur" and "business" which means strong willed [9]. So an entrepreneur can be interpreted as follows: a person who has a strong will in taking action that is useful and deserves to be a living example. It was further explained that an entrepreneur can be described as someone who has the following attributes: a) commercial insights and market awareness, b) the ability to work diligently and independently, c) innovative and creative thoughts, d) the ability to manage and direct change, e) organizational capacity and analytical skills, f) endurance stamina, and g) ability to get along well with people at all levels. Becoming an entrepreneur must go through a gradual process of exploration, consolidation, renewal and individualization [10].

If we enter the theory of strategy in entrepreneurship, there needs to be seriousness for an entrepreneur starting from a strategy that is very simple but difficult to implement, namely honesty, responsiveness, intelligence, resignation [11]. The ideal foundation for encouragement for entrepreneurs who are always guided by religious norms. As contained in the Qur'an Ath-Thalaaq verse 3 which means that is [12]:

"And giving fortune from an unexpected direction. And whoever puts his trust in Allah will surely fulfill (his needs). Indeed, Allah carries out the business he wants. And verily Allah has made provisions for each thing." (Q.S Ath-thalaaq verse 3).

From the translation of the verse above it can be concluded that the fortune of unexpected arrival and whoever is serious then Allah SWT will fulfill what his servants need. Islam is a comprehensive religion, including aspects of business getting attention in the Qur'an. So that we are among those who "win" people are ordered to work hard. Allah SWT says in the Qur'an in the letter Ash-Shaffat: 61 which means [12]:

"For this kind of victory should try those who work" (Q.S Ash-shaffat,: 61)

Related to the next verse (QS. Ash-shaffat: 62) which illustrates the enjoyment of heaven's type of food, this illustrates work not only for short-term orientation, but also for future orientation. [12] Therefore, working hard is not enough, but it must also work intelligently and strategically "win", this is related to the strategic growth of the business from the base to the top position. This last position is a position in the business that is able to provide positive cash flow or profit for the company. The following verse also emphasizes the importance of work. Allah SWT says in the Qur'an Al-Qashas: 26 which means [12] :

"One of the two women said: O my father, take him as one who works (for us), for in fact the best person you take to work (for us) is a strong person who can be trusted again." (al-Qashas: 26)

As an entrepreneur (business person) of any company, he is demanded to have strengths and values that are able to uphold his business (superior) to be trusted or honest, are some of the values that must be upheld by muslim entrepreneurs. Accountability of a company can be maintained if it is supported by employees who are persistent, honest and trustworthy. Imam Ahmad says

"Truly Allah SWT likes servants who work and are skilled and whoever is struggling to make a living for his family then he is similar to a mujaid fii sabilillah" [27].

Basically, Islam is a religion that teaches ethical, moral and spiritual values that serve as a way of life as a field for its adherents, including the economic field. There are so many Islamic teachings that people are willing to work hard for themselves, be honest in business, and seek business from their own hands to compete in goodness. Normatively, Islamic teachings encourage their people to work hard. Some verses of the Qur'an and Hadith related to work ethic can be used as a basis that Islam is very concerned about entrepreneurship. In Al-Qur'an's encyclopedias it is stated that the term which is very relevant to the entrepreneur's term in the Qur'an QS An-Nur: 37 which means [12]:

"Allah praises those who diligently trade but do not forget to remember Allah, prayer, zakat, and believe in the end of the day". (Q.S An-Nur: 37) and the Prophetic Hadith which has been narrated by Imam Ahmad which means:

"Indeed, Allah loves his servant who works. Whoever works hard for a halal living for his family, is the same as a mujahid in the way of Allah". (H.R Imam Ahmad) [27].

Understanding the character of entrepreneurship can also be done by understanding the symbolic meanings that are hidden behind various signs and symbols in the Qur'an. These symbols include, among other things, juz, pages, signs and other symbols. For example, understanding the character of juz 27 in the Qur'an relating to the character of an entrepreneur. The initial indication of the nature of the person who carries the character of juz 27 is very closely related to entrepreneurial activities. The meaning has the characteristics of entrepreneurial character: tenacious, persevering and do not know hopeless in trying [13]. There is a kind of satisfaction in himself if he can do something revolutionary and attract the attention of many people. Dare to do something new and different. Even more extreme, it has the potential to change frontally the agreed order and create a new order [14].

In terms of the interests of the community, nation and state, it is common for good entrepreneurs to be considered and recognized as pioneers who develop businesses, create jobs, generate better and more useful goods and services and increase the development and accumulation of human resources, capital resources, and technological facilities, so it can be concluded that good entrepreneurs are people who struggle and worship to improve while strengthening the nation and state [15].

The function and role of the entrepreneur can be seen through two approaches, namely micro and macro. Micro, entrepreneurship has two roles, namely as an inventor (innovator) and planner (planner). As an inventor, entrepreneurs discover and create something new, such as products, technology, ways, organizational ideas, and so on. As a planner, entrepreneurs play a role in designing new actions and ventures, planning new business strategies, planning ideas and opportunities for success, creating new company organizations, and others [16]. At a macro level, the role of entrepreneurs is to create prosperity, wealth distribution, and employment opportunities that function as an engine of economic growth in a country.

B. Realization of Business Management Development and Work Programs that Rahmatan lil 'Alamin

Business Sector is one of the fields in the organizational structure of student cooperation Maulana Malik Ibrahim State Islamic University of Malang. This line of business supervises and oversees the operation of "TOSERBA", Photo Copy, Counter, Bakery & Cake etc. Shops located below the central library are able to serve the members, students, bureaucracy and important parts that are campuses and managed based on the teachings of Islamic religion. The business sector has several important responsibilities in management including managing and controlling the Kopma business unit, planning and developing business units, supervising the performance of employees and managers, organizing and coordinating the procurement and marketing of goods in the business unit, coordinating the activities of the exhibition or exhibitions conducted by the organization, coordinating the stock of goods with employees along with their reports, and maintaining business unit inventory [17].

Sharing the above responsibilities is realized with several work programs in the field of business carried out. In addition, the business field of student cooperation Maulana Malik Ibrahim State Islamic University of Malang also seeks to realize management in accordance with the principles of cooperations in general and can also control the breath of cooperations in the body of the organization and be an answer to the needs of its members specifically and the campus academic community in general so that its existence can be "rahmatan lil 'alamin". The condition of this business unit experienced a high increase in consumer purchasing power compared to the previous year. This increase was shown by an increase in turnover in 2013 which reached Rp.2,283,064,800 from Rp.2,158,519,500, where one of the increases was caused by a change of shelves and expansion of display stands. This was motivated by the mandate from the previous management that was formed in the work program of business this year, namely the manufacture of warehouses and the replacement of new shelves. With the construction of the warehouse, we can store goods that have not been displayed in the warehouse, so that the store area of the convenience store is expanding.

Shelving changes are done because some of the old shelves are no longer suitable for use. So that goods that have not been displayed can be displayed properly, and can add various variants of goods/products from suppliers both from members and from sales who offer new products.

The realization of work programs that "rahmatan lil 'alamin" in coaching the student cooperation Maulana Malik Ibrahim State Islamic University of Malang include:

1. Business Arrangement

- a. Human Resources: Heartfelt for Employees - Confide with this employee every two months on the first and third week on Saturdays.
- b. Operational: Lobbying and Warehouse Procurement - Since the establishment of the store, there has been no warehouse to store stock of goods. The goods are placed in the shop, so the shop seems cramped and lacks

space for new goods. After lobbying from year to year, the rector finally allowed a place to procure the warehouse, which is under the library stairs or beside the elevator.

- c. Procurement of new shelves and other tools - With the desire for innovation to look more modern and also make "TOSERBA" become a semi-modern retail, the business team wants to make an overhaul and renewal at the store.
 - d. Computerization - In this modern era, manual systems are rarely used anymore, especially in retail businesses. Therefore agencies have used computerization to support their efforts even though a manual system is still needed.
 - e. Procurement of shop name signs - Procurement of store signs itself has been carried out, by giving a "COOP mart" branding shop signboards.
- #### 2. Creative Business Expansion
- a. Procurement of goods from members (Consignment of members) - A good Cooperation business unit is a business unit that embraces the maximum participation of members in its operations. This effort is staged in stages by trying to embrace members who are interested in providing several selling products.
 - b. Bakery Branding - "Kopma Bakery" itself is a business unit that provides orders for cakes and snacks for campus events. Supporting the development of the Kopma Bakery business which is temporarily named "CAKE SHOP" needs to be given a definite and certainly better branding.
 - c. Design Branding - One of the empowerment programs for members is the existence of divisions that support member activity. One division is the design division. To support the existence of this division, the business team has a program to make all accessories.
- #### 3. Event Organizer
- a. Campus Maulidiah anniversary door prize - In the campus maulidiah dies, student Cooperations participated in the sponsorship of prizes which included stoves, fans, irons, blenders, magic coms and others.
 - b. Giving parcel to each campus parts - As one form of promotion, in each reception the Eid Korpri gives special parcels to consumers who come from Maulana Malik Ibrahim State Islamic University of Malang agencies, such as the rectorate, faculties and so forth.
 - c. Consumer services - The consumer service program itself is intended, to be able to meet the needs of consumers, by increasing the variety of products sold. Meeting the needs of consumers such as toiletries and also some cosmetic products are available.
- #### 4. Business Expansion
- a. Lobbying and procurement of business at post-graduate campus - After some lobbying with the rectorate and post-graduate has been carried

out, the business expansion project began. As more commitment, the business team appointed an expansion team to carry out a postgraduate expansion project.

- b. Business procurement at the SAINTTEK Faculty - By looking at the opportunities available at the campus itself, which still has so many strategic places that have not been properly utilized, the business team has the desire to open new businesses in the area of the Faculty of Science and Technology park.
5. Data collection of business unit inventories - The business team has conducted inventory of inventory and assets of student cooperation "Padang Bulan" main business unit.
6. Making Legality - Known as an official body in the form of a cooperation, which has a business unit must have a license that strengthens the business. [18] The importance of legal aspects in a business unit, will also facilitate existing business activities. Based on the above, the business team felt the need to complete the legal aspects required, including the creation of SITU, SIUP and TDP.
7. Stock of name - After 3 months of running the assets in the store are recalculated for quarterly reports. The system used is still manual by counting one by one the products included in the computer.
8. Purchase of counterfeit money detection devices - The purchase of counterfeit money detection devices is due to the increasingly widespread circulation of counterfeit money, and also the difficulty of counterfeit money detection is done with the naked eye.
9. Purchase 1 unit of computer with UPS - Purchasing this computer is necessary, considering the condition of the old laptop that is not feasible to use.
10. Shop opening scheduling - This aims to show the commitment and care of the management of shared responsibility. Also as a control for employee delays in the morning, because in addition to opening a shop, the related management also absent employees.
11. Making SOP - To better regulate the business conditions that exist in the Kopma PB store, the business sector has made a number of SOPs (Standard Operating Procedure) relating to businesses in the store.

C. Reflection and Evaluation of Cooperation Entrepreneurship Development Coaching becomes "Rahmatan lil 'Alamin" for the Academic Community

The board is obliged to mobilize the organizational instruments so that the organization achieves its objectives [19]. The objectives are from internal to external organizations that are in direct contact with agencies related to the organization, so in annual conference cooperation (RAT XIII) the Chairperson is elected as the leader of the management elected from and by members of Maulana Malik Ibrahim State University of Malang. The spirit of hard work for one period according to the appreciation of researchers is good, but there are some notes related to the condition of the management so far. This oversight task is an effort to continuously improve the quality of human resources and the organization in general, namely:

- a. Inadequate organizational system, for example SOP (Standard Operational Procedure).
- b. Consolidation and solidarity between management are still considered not conducive and maximum. This can be seen from the communication and coordination between the management agencies that are still not going well. Each area seems to run separately.
- c. Less transparency and lack of control systems related to member ratings.
- d. Incorrect procedure in appointing the management, an extraordinary member meeting should be held in the appointment of the head of the new field (management).
- e. The absence of management structure as a notification media for guests who come to make management conditions difficult for members to know.
- f. Taking policies too long.
- g. Too much consolidation with lack of realization.
- h. Control and direct approach to employees must be intensified again given the frequent problems between management and employees.
- i. The absence of a clear vision and mission of the leader, making it difficult for management to discuss the problem.
- j. Business analysis and expansion needs to be considered in every decision related to business. Thus, the existence of new business benefits can be felt by members.
- k. There is no report on the general description of the organization which makes the oversight system disturbed by its objectivity.

Based on the results of the study, related to the performance of student cooperation "Padang Bulan" Maulana Malik Ibrahim State University of Malang there are achievements as follows:

- a. Layout and control of spatial planning of the Office of student cooperation "Padang Bulan" Maulana Malik Ibrahim State University of Malang has been carried out several times this year. The result was quite effective in providing a new atmosphere in the office and making the room quite small felt rather spacious. However, there are some notes from us to be used as evaluation material for the next
- b. Scattering of incoming letters which can result in lost or damaged, so that archiving cannot be done.
- c. Office hygiene is not maintained. Even though this is a joint responsibility, the one who commands is the general secretary.
- d. Layout of goods in the office that is still in shambles.
- e. Not optimal data storage (archiving), which causes some student cooperation "Padang Bulan" Maulana Malik Ibrahim State University of Malang to be

personalized or lost. We can see this by the incomplete documentation of the meeting, the results of the management meeting which were not neatly arranged.

- f. Legality of student cooperation "Padang Bulan" Maulana Malik Ibrahim State University of Malang and Business Fields yesterday was done.

But other things that are far more important are not taken care of include:

- a. Change the name of the Cooperation on the deed and certificate
- b. Making legalitas bussinesss (SITU, SIUP and TDP) which are mandatory for entities that have businesses.
- c. Optimizing the procurement of infrastructure for office supplies is indeed carried out. The focus is only on goods that are quite expensive. Though the needs of the office are not only large and expensive items.
- d. Lack of consistency in the field of general secretary in carrying out their duties and responsibilities. We can see this situation from the work program for making calendars of activities that are not running optimally, making organizational structures that are only limited to soft files, controlling inventory constraints.
- e. Archiving incoming letters is not categorized between invitations, notices or Certificates (SK), so that it is mixed. For outgoing mail there is no archiving at all.

Thus there are some recommendations from researchers that can be suggested, including:

- a. Must be a leader in upholding office cleanliness and firmness. If it needs to be imposed sanctions for violators can be regulated by regulations.
- b. Be more responsive in seeing office conditions related to public facilities.
- c. In archiving more organized again, given the many important archives. If you need to ask for assistance in learning the archive to the campus archives.
- d. Be more observant with regard to details of office needs both daily and in the form of inventory that can be used for a long period of time.
- e. Be more responsive about internal information that must be available at the office.
- f. Archiving of incoming letters must be categorized and outgoing letters must be archived and also categorized in the archiving.

D. Manifestation of Islamic Cooperation Management Development in the Management of Student Cooperation "Padang Bulan" Maulana Malik Ibrahim State Islamic University of Malang became "Rahmatan lil 'Alamin" for the Environment

1. Business Field

The need for appreciation is more for the business sector, because they have innovation and business vision that is better than in previous periods, they also begin to plunge directly to deal with product suppliers, although for the time being this is only limited to certain products [20]. At least the role of the business team for this period has a sense of ownership of the existing business. Seeing the work meeting (RK) being ratified in annual meeting of member (RAT XIII), there are things that have been able to be achieved by the business team at this time and it has been an achievement for business teams in the previous period that there is always an increase in turnover. [21] This is relevant to what is suggested by the Director General of Cooperation Institution Development. A more in-depth study of the discussion on this matter can be explained that revamping the system in the Business Team is also an achievement.

Thus some things that can be recommended as follows.

- a. Clarify the targets, objectives, and targets in the implementation of the work program.
- b. Always describe and analyze the development business and compare it with several previous periods.
- c. Continuous evaluation of the implementation of the existing system in the business team.
- d. Complete the computerized system in that business
- e. Complete business development and create an integrated system with business managers and head of business units in the Postgraduate School [22].

2. Division of Member Resource Development

Achievements in the field of Member Resource Development are as follows:

- a. Cooperation formal education consistency that is continued based on the career path of the members has been carried out to the second level, namely "Diksarkop" and "Dikmenkop".
- b. The existence of the division at this time is very clear its position as non-formal education. As for the divisions that at this time have begun to develop with its activities are:
 - 1) Food management division
 - 2) Handicraft division
 - 3) Public speaking division
 - 4) Kopma Sport division
 - 5) Inakop division
- c. The existence of student cooperation "Padang Bulan" Maulana Malik Ibrahim State Islamic University of Malang internally and externally has been maintained. This condition can be seen from the delegation has sent.
- d. In the reporting received, many columns are missing and incomplete sentences. That causes the information to be incomplete.
- e. An innovation in Cooperation discussion activities in the form of School of Cooperation. This makes

the discussion tools for developing members' insights fulfilled.

Member career paths are a reference made to facilitate members in pursuing a career in student cooperation "Padang Bulan" Maulana Malik Ibrahim State Islamic University of Malang. With this career path, the output obtained after the members go through several stages in it becomes clear. But in reality, the process that must be gone through in achieving the career path is not as easy as planned, especially in the provision of further cooperation education such as "Dikjut" or "Diksus". In practice, there are no members who have carried out Dikjut and Diksus. This is due to the fact that there is no definite reference in implementing Diksus or Dikjut, so the section itself still feels difficulties in its procurement. As we know that in this unfortunate city, there is not a single student cooperation that holds Dikjut or Diksus.

Some things that can be suggested by referring to Ropke's writing are as follows:

More promoted to members related to the career path of members.

- a. More maintained and improved in relation to member development activities in terms of soft-skills or mentality.
- b. The national existence of Kopma must be maintained by attending invitations, sending delegates or gathering.
- c. More attention and retention related to activities involving members.
- d. Making reports more attention again [23].

3. Public Relations

Achievements in the field of Public Relations are as follows:

- a. Optimization of the predicted FACC (Cuap-Cuap Member Forum) activities will be a moment of great friendship with all members, which is quite successful even with unsatisfactory results.
- b. The PADANG (Member Data Leveling) program was successfully held, as seen from the membership that was bleached this year.
- c. Kabari is a program to deliver information related to the KOPMA PB agenda and business (Promotion) through websites and social networking, SMS Center, and bulletin boards.
- d. The SME cooperation program looks administratively stagnant from last year's public relations performance. Initially with the participation of the FUB committee and the distribution of CSR can add a more positive response between existing SMEs.
- e. The transformation program of science has been going well, but there is still a lack of understanding of the speakers that makes the audience less understanding and understanding of the material presented, so that the impression that looks kind of impromptu.

- f. Optimization of INAKOP bulletin work by division of tasks with the PSDA field is felt not to be effective.
- g. Communication built in the field of Public Relations is considered to be less than optimal, seen from the lack of collaboration between the Head and staff in implementing work programs. Regarding learning material about research design that has been given in class for 3 meetings, which includes several types of design research such as quantitative, qualitative approaches, mix methods, and types of research with research and development approaches in Educational research, data can be seen in the following figure.

E. The Contribution and Recommendation of Islamic Cooperation Management Development in the Management of Student Cooperation Maulana Malik Ibrahim State Islamic University of Malang became "Rahmatan lil 'Alamin"

From the results of the study and discussion described above, there is relevance of the results of the study with the contents of the book published by the author, entitled "Islam and Cooperation Management: Principles and Strategies for Cooperation Development in Indonesia, which states that Islam is a comprehensive religion, including the business aspect also receives attention in the Koran. "In this case has been carrying out the teachings of Islamic religion in accordance with its capabilities as best as possible in its management.

This illustrates that working not only for short-term orientation, but also for future (long-term) orientation. Therefore, working hard is not enough, but also must work intelligently and strategically in order to "win" in the future. This relates to market-oriented business strategies. A company will get a stable profit in the long run (Cow position), if we work hard and strategically grow its business from the position of the "question mark", star (Star), to the top position of dairy cows (Cow) that are ready to be harvested or enjoyed the results. The last mentioned position is a position in the business that is able to provide positive cash flow or profit for the company. The following verse also indicates the importance of strength (active work) and trust (trust) in a job. Allah SWT said [12]:

Meaning: "One of the two women said:" Yes, my father, take him as a person who works (for us), because in fact the best person you take to work (for us) is a strong person who can be trusted again "(QS Al-Qashahs: 26).

As a business person or entrepreneur working in any company, he is demanded to have strengths and values that are able to uphold his business (superior). Trustworthy or honest, are some of the values that must be upheld by Muslim entrepreneurs. Accountability of a company will be maintained if supported by employees who are persistent, honest and trustworthy (qawiyul amiin).

Other verses, such as Surah Al-Insyiqaq, emphasize that "those who work earnestly towards their Lord, that person will surely meet Him" (Q.S. Al-Insyiqaq: 6). [12]

It means: "O people, verily you have worked earnestly towards your Lord, Then surely you will meet Him" (meaning: the people in this world whether they realize it or not are on their way to their Lord; and they cannot but they will meet their Lord to receive His revenge from bad and good deeds) (Surah Al-Insyiqaq: 6).

The message contained in the above verse is that people in this world whether they realize it or not are on their way to God to receive their vengeance, both revenge for their good deeds and bad deeds. The message of this verse is related to strategies for achieving a better future. When applied in business, this relates to business ethics which must be upheld in the business of making a profit [24]. Therefore, business people are prohibited from doing actions that can harm consumers, such as cheating, like to reduce the scales, and others. These business values or ethics are then incorporated into the business strategy of achieving future success.

One of the relatively new business strategies today is a business strategy that focuses on customer satisfaction and loyalty. This clearly indicates that a market-oriented company is a company that prioritizes customer satisfaction. The contents of the message contained in Al-Quran Surah Al-Insyiqaq above also reinforce the previous verse (QS As-Shaffat: 61), that market orientation also means that he must work hard (hard work) and work smart (smart work) to be included in the class people who "win" or "excel" in market competition. One of the strategies chosen is the strategy of how to satisfy its customers. In a Cooperation, the customer is his own member. Members are owners as well as Cooperation customers (the principle of dual identity). [12] So, the concept or strategy of customer satisfaction in marketing management lately (marketing management concepts formulated by Kotler, Potter, etc.) basically existed long before, namely when the Cooperation confirmed the Cooperation principles that became its identity.

In a Cooperation, because the members are in the position of being both the owner and the customer, then the organizational structure seems to have an "internal market". Therefore, all transactions are carried out from, by and for its members as well. In the end, the purpose of Cooperation organizations is directed at the welfare of members. Referring to these objectives, it is clearly seen that there is a concept of customer service that is in line with the concept of market-oriented business strategies, namely strategies that focus on customer (member) satisfaction and loyalty [25]. Now, just how Cooperation management operationalize the principles, values and identity of Cooperations into business activities so as not to lag behind its competitors.

To achieve the certainty of the sustainability of Cooperations in such a competitive market, various processes, functions and systems must be used in accordance with the values and principles of Cooperations

[26]. In this connection the active and conscious role of the members, management members, elected representatives and employees is crucial. Therefore, through this strategy, it is necessary to integrate value-based professional management (MPBN) at the Cooperation level as follows:

- a. Members - must be loyal and actively participate, must share benefits equally, not discriminate against gender, age and so on, and must carry out all responsibilities.
- b. Members of the Board - must demonstrate sufficient care for the needs of members and the needs of the community, must act transparently in a whole and be responsible for membership, must promote friendly and professional relations with executive management.
- c. Professional Management - must be goal oriented, must work as a team, must be competent enough to support the company in a competitive environment, must be cost effective and quality oriented, and must have social sensitivity.
- d. Organizational Structure - all levels must be democratic, no political influence in religion, management-management relations must be positive. In the management of Cooperation organizations, the integration of MPBM can be done in the form of: (1) The articles of association of the Cooperation must include provisions that facilitate the implementation of the MPBM, (2) Management must report to members about the steps taken to strengthen the MPBM and its results, (3) External and internal audit reports should cover aspects of the CBFM, and (4) Members, leaders and employees must be trained to understand and implement.

To measure professional management based on the values in cooperations, it is necessary to pay attention to the elements that are characteristic (specific characteristics), such as: active membership, regular selection, continuous development of members, members management and representatives, the distribution of surpluses in accordance with transactions with cooperations, expenditures for the mutual benefit of members and benefits for the community, the final authority is at and exercised by member meetings, the use of ethical values for members, customers, employees, government and community, positive legal frameworks that enable the establishment and functioning of cooperations as autonomous, independent and democratic organizations, the management of cooperations must be in accordance with the legal framework and meet the aims and objectives of the cooperation and meet the long-term survival needs of cooperations, leadership chosen must be capable enough to continue to achieve high efficiency and productivity, so that cooperations can grow in a highly competitive environment, the organization must be a company that is agile and ready to change so as not to be left behind by the needs of members who continue to grow and the market environment that continues to move forward , and backward and forward links must be built effectively through vertical and horizontal integration.

IV. CONCLUSION

The main suggestion that can be recommended is that the development of Student Cooperation "Padang Bulan" Maulana Malik Ibrahim State Islamic University of Malang continues to be consistently carried out in order to carry out entrepreneurship development and learning by referring to the teachings of Islamic religion, so that its existence as one of the student cooperations within PTAIN's aegis can be rahmatan lil 'alamin for the academic community and the surrounding community. In this case the existence of the "Padang Bulan" Student Cooperation Maulana Malik Ibrahim Malang Sate Islamic University of Malang could be an example for other student Cooperations in the Islamic Religious Higher Education (PTKIN) in Indonesia. They can follow in the footsteps taken by the Student Cooperation "Padang Bulan" Maulana Malik Ibrahim State Islamic University of Malang. Moreover, in welcoming the Maulana Malik Ibrahim State Islamis University of Malang program to World Class University (WCU), the existence of the "Padang Bulan" Student Cooperation can truly be a blessing for "rahmatan lil 'alamin" on a broader scope.

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