

Feasibility Study of Islamic Propagation Institutions in Entrepreneurship in the Disruptive Era

Luthfi Hardi ^{1*}, Cecep Castrawijaya ².
University of Jakarta

Author Correspondence: luthfihardi96@gmail.com

ARTICLE INFO

Keywords: Feasibility Study,
Islamic Propagation
Institution, Disruptive Era
Entrepreneurship

Received : 1, August
Revised : 16, September
Accepted: 29, October

©2024 The Author(s): This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

The feasibility study of entrepreneurship in da'wah institutions aims to explore the potential for developing entrepreneurship as a strategy to enhance the competitiveness and sustainability of such institutions. Da'wah institutions, which play a crucial role in spreading religious values, must adapt to the changing times. One way to achieve this is by integrating entrepreneurship while maintaining their religious mission and contributing to the local economy. This study employs a descriptive qualitative method to examine the feasibility of da'wah institutions undertaking entrepreneurial activities amidst the disruptive era. The findings provide critical insights for managers or leaders of da'wah institutions in formulating effective entrepreneurial strategies to remain relevant and positively impact society during rapid change

INTRODUCTION

Feasibility studies in the community are often heard in the middle of the upper middle class, especially for people or institutions who want to build a business. Therefore, it is often also called a business feasibility study. Where this study is a study on whether or not a business or business can be implemented to achieve success. The term business means the establishment of a new business or the introduction of a new business in the form of goods or services into an existing innovative product. ¹The success of entrepreneurship in the Islamic perspective is not seen from how much profit or wealth is obtained, but how the efforts made really increase the closeness or blessings and pleasure of the creator, namely Allah SWT. Because entrepreneurship in Islam is considered a form of worship, it is certain that it will encourage high spirits, ongoing optimism for those who do it because of course they assume that entrepreneurship will bring benefits in the form of rewards in the hereafter and material success in the world because it is a gift from Allah SWT. Islam re-emphasizes to its people that entrepreneurship is a form of worship if it is indeed carried out according to the rules of sharia.²

In line with the discussion of entrepreneurship, the researcher took the example of a tertiary level da'wah institution, namely the Syarif Hidayatullah State Islamic University of Jakarta or known as UIN Jakarta. UIN Jakarta has one technical implementation unit institution that focuses on entrepreneurship, namely the Business Development Center. It is inevitable to be able to develop and expand the wings of da'wah institutions to be independent in developing entrepreneurship so that they can continue to innovate in maximizing the opportunities that exist in the era of scientific and technological progress today.

In a disruptive era marked by rapid technological developments and changes in social dynamics, Islamic missionary institutions are faced with new challenges and opportunities. Entrepreneurship, as one of the pillars of economic drivers, has great potential to be integrated with Islamic missionary activities. This study aims to explore the feasibility of Islamic missionary institutions in adopting an entrepreneurial model, as well as how this approach can contribute to strengthening the competitiveness and sustainability of Islamic missionary institutions amidst rapid changes.

Digital transformation has changed the way people interact and access information, including in terms of religion and spirituality. Islamic missionary institutions need to adapt to this condition in order to remain relevant and be able to reach a wider audience. Through the development of entrepreneurship, Islamic missionary institutions can not only strengthen funding and resources, but also create innovations in delivering religious messages that are more interesting and easily accessible.

Taking into account the current social, economic, and technological context, this feasibility study will analyze various aspects, including market

¹Jumingah, "Business Feasibility Study: Theory & Making of Feasibility Proposals," Jakarta: Bumi Aksra, (2009), pp. 3-10.

²Kabul Wahyu Utomo, et al., "Islamic Entrepreneurship: The Concept of Divine Entrepreneurship," Jakarta: Edu Pustaka (2021), pp. 17-31.

potential, business strategies, and challenges that may be faced by Islamic missionary institutions. The results of this study are expected to provide valuable insights for Islamic missionary institution managers in formulating effective strategies to face the disruptive era, while maintaining the essence and purpose of Islamic missionary institutions.

LITERATURE REVIEW

Feasibility Study

A feasibility study assesses whether a planned project or venture can be successfully implemented. It involves evaluating technical, financial, market, legal, and social aspects to ensure efficiency and profitability.

Key Components of a Feasibility Study:

1. **Technical Feasibility:** Evaluates available technology, infrastructure, and resources (e.g., labor and raw materials).
2. **Financial Feasibility:** Assesses profitability through revenue projections, cost analysis, and break-even points.
3. **Market Feasibility:** Analyzes market demand, customer segmentation, and competition.
4. **Legal Feasibility:** Ensures compliance with applicable laws and regulations.
5. **Social and Environmental Feasibility:** Examines social and environmental impacts, aligning with sustainability goals.

From the explanation of the aspects in the feasibility study, of course it will provide benefits from the feasibility study efforts, the following are the benefits of a feasibility study:

1) **Reduce risk**

Feasibility studies help identify potential risks, whether financial, technical or market, so that parties involved can make more informed decisions and reduce potential losses.

2) **Identifying opportunities**

By conducting a feasibility study, various opportunities that may have been missed can be identified, which can provide additional benefits.

3) **Getting funding**

A comprehensive feasibility study and showing that the project is profitable can help in obtaining funding from investors or financial institutions.

4) **Better planning**

By understanding the key aspects of a project, a feasibility study allows for the development of a more informed and realistic plan.

Entrepreneurship

There are many theories that provide an understanding of entrepreneurship, below the author will include 3 theories that explain the meaning of entrepreneurship:

- 1) According to Ahmad Sanusi, Entrepreneurship is a value that is manifested in behavior that is used as the basis for driving force resources, goals, strategies, tips, processes and business results.³
- 2) According to Soeharto Prawiro, Entrepreneurship is a value needed to start and develop a business.
- 3) Entrepreneurship is creating added value by combining resources in new and different ways to win the competition.

From the various understandings or definitions of entrepreneurship above, the author understands that entrepreneurship is a process of business activities by both individuals and groups to create results that have value and are useful for meeting life needs and goals.

METHODOLOGY

To conduct the above research, this study uses a qualitative approach to gain a deep understanding of the potential and challenges of Islamic preaching institutions in the context of entrepreneurship in the disruptive era. This approach allows researchers to explore relevant perspectives and experiences. The type of research used is a literature study. Literature studies are conducted to collect information from various academic sources, articles, and reports related to entrepreneurship and Islamic preaching institutions. With this method, the study aims to provide a comprehensive understanding of the feasibility of Islamic preaching institutions in the context of entrepreneurship in the disruptive era, as well as strategies that can be implemented to face existing challenges.

³I Nyoman Budiono, "Entrepreneurship 1," Gowa: Aksara Timur, (2018). Pp. 1-7.

DISCUSSION RESULTS

To conduct the above research, this study uses a qualitative approach to gain a deep understanding of the potential and challenges of Islamic preaching institutions in the context of entrepreneurship in the disruptive era. This approach allows researchers to explore relevant perspectives and experiences. The type of research used is a literature study. Literature studies are conducted to collect information from various academic sources, articles, and reports related to entrepreneurship and Islamic preaching institutions. With this method, the study aims to provide a comprehensive understanding of the feasibility of Islamic preaching institutions in the context of entrepreneurship in the disruptive era, as well as strategies that can be implemented to face existing challenges.

1) Relevance of Education and Entrepreneurship

In an increasingly competitive global context, Islamic institutions that are able to provide relevant and practical education will be more in demand. Entrepreneurship programs provide students with the skills needed to enter the workforce and create jobs. ⁴There is an increasing interest in educational programs that integrate religious values with business skills. The public also certainly wants to get an education that is not only theoretical, but also practical in the context of entrepreneurship. There is an increasing interest in educational programs that integrate religious values with business skills. The public has a desire to get an education that is not only theoretical, but also practical in the context of entrepreneurship.

2) Ecosystem Development

By involving students in entrepreneurship, Islamic institutions not only contribute to education, but also to community development. Students involved in small businesses can act as agents of change, helping their communities through the products and services they offer.

Community empowerment of entrepreneurship programs in Islamic missionary institutions has had a positive impact on empowering the community's economy. Students involved in small businesses are able to create new jobs and help improve community welfare. To increase the effectiveness of entrepreneurship programs, it is important for Islamic missionary institutions to build a supportive ecosystem. This includes collaboration with other educational institutions, the private sector, and the government to create synergy in entrepreneurship programs. Collaboration with the private sector provides opportunities for Islamic missionary institutions that establish partnerships with local companies and industries to expand the reach of their entrepreneurship programs, allowing better access to resources and knowledge.

⁴Mayling Oeng-Gardiner, et al., "The Era of Disruption: Opportunities and Challenges for Indonesian Higher Education," Jakarta: Indonesian Academy of Sciences, (2017), pp. 24-49.

3) Alumni Involvement

Alumni from Islamic missionary institutions who are successful in the business world can act as mentors and investors for entrepreneurship programs at the institution. A strong alumni network can provide financial and moral support, and help connect students with business opportunities.⁵ This mentorship program will strengthen the network and open up opportunities for students to develop their businesses.

This alumni forum can form a network of alumni who can support each other in business, share opportunities, and information. Project collaboration invites alumni to collaborate on entrepreneurial projects that support the values of the da'wah institution.

4) Development Strategy

Islamic institutions need to develop clear strategies to address the challenges at hand. This includes increasing collaboration with industry, providing training for institution managers, and conducting market research to understand emerging needs and trends.⁶

This keeps the development of the ecosystem running as it should be which has been designed by the da'wah institution. The entrepreneurship mechanism will run continuously as its development strategy gets new ideas and concepts in advancing entrepreneurship, such as: training programs, collaboration with universities, utilization of digital technology, development of value-based products, community empowerment, and community-based marketing that emphasizes social and community relationships.

5) Funding

To support entrepreneurship programs, Islamic missionary institutions must seek sustainable funding sources, such as sponsorships, grants, and partnerships with companies. With adequate resources, institutions can create an environment that supports innovation and entrepreneurial development.

The importance of funding from institutions in developing entrepreneurship will be a step towards realizing existing opportunities. Here are some points that explain the importance of funding in order to be able to carry out the entrepreneurial strategy of the Islamic missionary institution:

1) Realizing ideas and initiatives

Funding allows Islamic institutions to realize various entrepreneurial projects, from training to product development. With funding, institutions can develop innovations that are in accordance with community needs, as well as implement new ideas.

⁵ Mayling Oeng-Gardiner, et al,..... Pp.80-89.

⁶ Iswan, Dirgantara Wicaksono, "Teacherpreneurship: in Independent Learning," Depok: Raja Grafindo Persada, (2020), pp. 67-125.

2) Empowerment of members and communities

Sufficient funds can be used to organize training programs that improve the skills of members and the community. Funding helps small entrepreneurs in obtaining business capital, which is essential for the growth and sustainability of their businesses.

3) Sustainability of the program

A good funding source ensures the sustainability of the entrepreneurship program, so that its benefits can be felt in the long term. With stable funding, the institution can reduce its dependence on donations or irregular sources.

4) Expanding the reach of impact

Funding allows organizations to expand the reach of their programs, reaching more members and communities in need. With more resources, organizations can make a more significant social impact in empowering the community's economy.

5) Program quality improvement

Funding provides institutions with access to better resources, including faculty, facilities, and teaching materials. Funding can also be used to conduct program evaluations, so institutions can continue to improve and develop existing initiatives.

6) Encourage collaborative cooperation

Funding can attract strategic partners, such as companies and government agencies, who can collaborate on various entrepreneurial initiatives and a strong partner network.

7) Increase credibility

that have a clear and structured funding plan will find it easier to attract trust from investors and sponsors. Finally, funding obtained through grants or sponsorship from trusted institutions adds to the legitimacy of the institution in the eyes of the public.

DISCUSSION

From the results of the discussion above, there are still many things that need to be discussed. Although there is great potential and opportunity, Islamic propagation institutions also face various challenges, here are some challenges faced by Islamic propagation institutions in developing feasibility studies of entrepreneurship in the disruptive era ⁷:

1) Limited resources

Limitations in the number and quality of experienced teaching staff or mentors in the field of entrepreneurship.

2) Limited capital

Many missionary institutions have limited funds to implement entrepreneurship programs effectively. Reliance on irregular donations or grants can disrupt the sustainability of the program.

⁷ I Nyoman Budiono, "Entrepreneurship 1," Pp. 12-19.

3) Limited knowledge and skills

Lack of understanding of entrepreneurship many members of the institution may not have sufficient knowledge or skills in entrepreneurship. Availability of training difficulty in accessing quality and relevant entrepreneurship training.

4) Market competition

Tight competition, Islamic institutions must compete with various other businesses, including established ones, in marketing products and services. Maintaining competitiveness requires continuous innovation that can be difficult to implement without adequate support.

5) Technological changes

Adaptation to new technologies, Islamic institutions may have difficulty adapting to rapid technological developments in the business world. Limitations in utilizing digital platforms for marketing and learning.

6) Regulations and policies

Complex regulations, how to understand and comply with regulations and policies related to business and entrepreneurship can be a challenge. Changing policies, sudden changes in government policies can affect the entrepreneurship program that is being run.

7) Perception and stigma

Negative stigma Some communities may have a negative view of Islamic missionary institutions involved in business, considering it as commercialization of religion. Difficulty in building trust, building trust with the community and stakeholders to gain support can be a challenge.

Next, the author will provide an example of how a da'wah institution engaged in education at the university level in Indonesia, namely the Syarif Hidayatullah State Islamic University of Jakarta or UIN Jakarta has a technical implementation unit that focuses on managing entrepreneurship at UIN Jakarta and is submitted through the UIN Jakarta Business Development Center.⁸

UIN Jakarta Business Development Center was established in 2014 as an institution that focuses on business development and empowerment, both for students and the general public. The main objectives of this center are to support entrepreneurship, improve business skills, and encourage innovation among students and alumni.

Some of the programs and services typically offered include:

1) Training and workshops

Providing various training related to business management, marketing, finance, and other entrepreneurial skills.

2) Mentoring and consultation

Providing guidance to aspiring entrepreneurs in starting their businesses, including in terms of business planning and product development.

3) Capital access facilities

Assisting entrepreneurs in finding funding sources, whether from the government, financial institutions, or private investors.

⁸ <https://bisnis.uinjkt.ac.id/>

4) Networking

Providing a platform for entrepreneurs to connect with stakeholders, including mentors, investors, and other business people.

5) Business incubator

Assisting startups in their early stages by providing technical and managerial support.

Before running its business programs and services, of course the UIN Jakarta Business Development Center has first designed a vision and mission in running its business activities. The vision and mission are as follows:

Vision of UIN Jakarta Business Development Center:

The creation of an internal Business Development Center (PPB) unit system that is able to bring UIN Syarif Hidayatullah Jakarta as an educational institution towards a State University with Legal Entity (PTN-BH), and contribute to the financial income of UIN Syarif Hidayatullah Jakarta.

UIN Jakarta Business Development Center Mission:

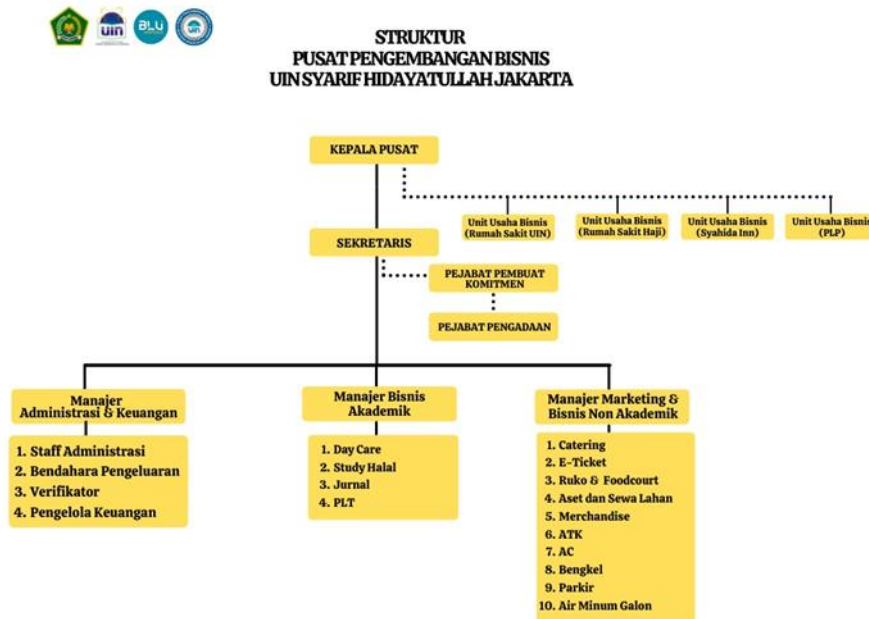
1. Develop and develop an internal Business Development Center (PPB) unit system that meets national standards for state higher education.
2. Establish and develop quality standards and procedures for the Business Development Center.
3. Ensuring the implementation of the Business Development Center unit system within the UIN Syarif Hidayatullah Jakarta environment runs well.
4. Developing and implementing creative business ideas that have the potential to generate income for UIN Syarif Hidayatullah Jakarta.
5. Building and encouraging a culture of quality or good quality, for services in the UIN Syarif Hidayatullah Jakarta environment.
6. Conducting audits, monitoring and internal evaluation of the business development process in terms of research, services, and implementation of business development programs at UIN Syarif Hidayatullah Jakarta.

This Business Development Center plays an important role in encouraging entrepreneurial culture among students and contributing to local economic development. Finally, the author hopes that the above Islamic missionary institution will be one of the relevant examples for Islamic missionary institutions in developing entrepreneurship and hopefully become a reference for other Islamic missionary institutions so that they can be motivated and realize entrepreneurship in responding to the challenges of the times in the disruptive era.⁹

Next, to find out more about what is in the UIN Jakarta Business Development Center. The author will simply provide a picture of the structure chart that the author got from the UIN Jakarta Business Development Center website:

⁹ <https://bisnis.uinjkt.ac.id/>

Figure 1. Organizational Structure of the UIN Jakarta Business Development Center



The presence of this Business Development Center is to develop and implement business ideas that have been designed. The Business Development Center (PPB) collaborates with external parties, namely the private sector, individuals, or government. In addition, the Business Development Center acts as one of the potential supporting units for new sources of income for UIN Syarif Hidayatullah Jakarta.¹⁰

CONCLUSION AND RECOMMENDATIONS

In facing the disruptive era, Islamic missionary institutions have great potential to adapt and develop through entrepreneurship. This study shows that the application of entrepreneurial principles in Islamic missionary institutions can not only improve financial sustainability, but also strengthen the mission of Islamic missionary itself.

First, this study found that the use of digital technology can be an effective tool to expand the reach of da'wah and increase interaction with the community. Da'wah institutions that adopt digital platforms can not only reach a wider audience but also create new opportunities for funding through innovative business models, such as online donations and sales of sharia-based products.

Second, this study highlights the importance of collaboration between Islamic missionary institutions and the private sector. Strategic partnerships can create mutually beneficial synergies, where Islamic missionary institutions gain access to resources and expertise, while the private sector can strengthen their

¹⁰ <https://besarbisnis.uinjkt.ac.id/prakata-Head-tengah-pengembangan-bisnis>

social responsibility. Thus, this collaboration can encourage the creation of more sustainable and relevant initiatives in the community.

Third, the challenges faced by Islamic missionary institutions in implementing entrepreneurship in the disruptive era were also identified, including resistance to change and lack of managerial skills. To overcome this, training and capacity building are crucial. Islamic missionary institutions need to equip their human resources with entrepreneurial skills and an understanding of the ever-changing market dynamics.

Finally, this study concludes that in order to remain relevant and effective in their mission of da'wah, da'wah institutions need to integrate entrepreneurial principles into their operations. This will not only strengthen their position in society, but also enable them to contribute significantly to economic and social development. With an innovative and adaptive approach, da'wah institutions can play a significant role in creating a more inclusive and sustainable society amidst the challenges of the disruptive era. adapa

Next, regarding the recommendations from the explanation above. The author recommends that this entrepreneurial feasibility study is not only a tool to achieve financial goals, but also a strategy to strengthen the role of Islamic propagation institutions in overcoming various social issues and making positive contributions to the community. This study provides a comprehensive picture of the feasibility of Islamic propagation institutions in implementing an entrepreneurial model in the disruptive era. By considering the potential, challenges faced, and strategies that need to be implemented, Islamic propagation institutions can become a significant force in community empowerment and socio-economic development.

FURTHER RESEARCH

Based on the findings produced in this study, there are several aspects that can be used as a basis for further research. One of them is how to maximize human resources owned by Islamic missionary institutions in developing entrepreneurship. This can provide a deeper explanation for developing strategies for Islamic missionary institutions in an effort to advance the economy of Muslims in particular and the economy of Indonesian society in general.

The author hopes that the follow-up research can provide positive and constructive motivation to jointly advance an independent economy and of course based on Islamic law. Full of elements of mutual assistance among members, fellow brothers, even fellow humans who truly always need help from others.

ACKNOWLEDGMENTS

Finally, for the completion of this journal writing task, the author would like to express gratitude to Allah SWT as the God of the universe, who with his various blessings, the author can complete this task. Furthermore, many endless thanks to both parents, namely to the late Mr. Abdul Somad, may Allah SWT

forgive all sins and widen his grave and to Mother. Ulyanah who *Alhamdulillah* is always healthy and can still live her daily life with the author.

Also thanks to the lecturer in charge of the Innovation and Entrepreneurship Course of the Dakwah Institute, Mr. Cecep Castrawijaya for the knowledge and direction that has been given during the lecture. As well as fellow students who the author is very proud of.

REFERENCES

- Budiono, I Nyoman. "Kewirausahaan 1," Gowa: Aksara Timur, 2018.
- Fadhlulrahman, "Pendidikan Kewirausahaan dalam Islam," Yogyakarta: UAD Press, 2022.
- Gusriani, R Yani. Faulidi, Haris, Dakwah Dalam Bisnis Dan Enterpreneur Nabi Muhammad SAW, *Jurnal Alhadharah* 11 no. 21 (2012).
<https://pusatbisnis.uinjkt.ac.id/>
<https://pusatbisnis.uinjkt.ac.id/id/visi-dan-misi>
<https://pusatbisnis.uinjkt.ac.id/prakata-kepala-pusat-pengembangan-bisnis>
- Iswan. Wicaksono, Dirgantara, "Teacherpreneurship: dalam Merdeka Belajar," Depok: Raja Grafindo Persada, 2020.
- Jumingah, "Studi Kelayakan Bisnis: Teori & Pembuatan Proposal Kelayakan," Jakarta : Bumi Aksara, 2009.
- Leksana, Tafia Layalia. Yuana, Pusvita, Analisis Kelayakan Bisnis Syariah Fesyen Muslim, *Jurnal Ilmiah Mahasiswa Fakultas Ekonomi Bisnis Universitas Brawijaya* 10, no. 2 (2022).
- Nandang, Kris. Ramdhani, Suciyadi, Bisnis Sebagai Gerakan Dakwah dan Dampaknya Bagi Kesejahteraan Sosial Menurut Tafsir Al-Misbah, *Diya al-Afkar: Jurnal Studi al-Qur'an dan al-Hadis* 9, no. 1 (2021).
- Oeng-Gardiner, Mayling. dkk, "Era Disrupsi: Peluang dan Tantangan Pendidikan Tinggi Indonesia," Jakarta: Akademi Ilmu Pengetahuan Indonesia, 2017.
- Oktavia, Rima, Studi kelayakan Bisnis Dalam Perspektif Islam Pada UMKM Di Surabaya, *Jurnal Iqtisadie* 3, no. 1 (2023).
- Utomo, Kabul Wahyu. dkk, "Islamic Entrepreneurship: Konsep Berwirausaha Ilahiyah," Jakarta: Edu Pustaka, 2021.
- Wafaretta, Vega, Membangun Studi Kelayakan Bisnis Dalam Perspektif Maqashid Syariah Yang Diperluas, *Jurnal Ekonomi, Manajemen dan Akuntansi Islam IMANENSI* 2 no. 1 (2014).