



## Enhancing Entrepreneurial Literacy Through Mosque-Based Programs at Abu Adenan Mosque, Karangpilang Surabaya

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### ABSTRACT

This community service programme was carried out at the Abu Adenan Mosque, which is located in Kedurus Village, Karangpilang District, Surabaya City. The implementation includes several stages, starting from problem identification and ending with the preparation of the report. The activity was carried out face-to-face in the mosque, where the event was attended by a number of participants of approximately 27 people, consisting of the mosque Takmir, worshipers, and the community around the mosque. This international community service aimed to increase the participants' understanding of the importance of Islamic entrepreneurship principles and foster their aspirations to become successful Muslim entrepreneurs. One of the main outcomes observed was the increased interest and knowledge of the community in the field of entrepreneurship. Through a series of educational sessions and interactive workshops, participants gained a deeper understanding of the entrepreneurial mindset, basic business concepts, financial management, and Islamic marketing strategies. The materials provided emphasised entrepreneurial principles that are aligned with Islamic values, providing participants with insights on how to run an ethical and halal business

## **INTRODUCTION**

Kedurus Village, located in Karangpilang District, Surabaya City, possesses a diverse economic potential, particularly through its micro, small, and medium enterprises (MSMEs). According to data from the Badan Pusat Statistik Kota Surabaya, (2023), Kedurus has a population of 27,430 people, or 8,761 households in 2023. However, there are still 7,149 unemployed residents in the area (Badan Pusat Statistik Kota Surabaya, 2022). In order to foster sustainable economic growth, mosque-based MSME training and mentoring programs emerge as a viable solution for enhancing entrepreneurial literacy and interest (Anwar et al., 2024; Timur & Herianingrum, 2022).

Entrepreneurial literacy refers to the knowledge, skills, and attitudes that enable individuals to identify, create, and act upon business opportunities (Sutisna et al., 2021). Additionally, studies have explored various pedagogical approaches to enhancing entrepreneurial literacy. For example, (Kavuma et al., 2022) discuss the effectiveness of experiential learning methods, such as business simulations and internships, in developing practical entrepreneurial skills. These approaches help students gain a deeper understanding of real-world entrepreneurial challenges and prepare them for future business opportunities. Recent advancements in digital tools and platforms also provide new opportunities for enhancing entrepreneurial literacy. Digital technologies have made entrepreneurial learning more accessible and interactive, allowing individuals to learn about entrepreneurship in flexible, self-paced environments (Timur, Battour, et al., 2023).

Several studies highlight the critical role of entrepreneurial literacy in education and economic development. For instance, Timur & Herianingrum, (2022) emphasizes the need for entrepreneurial education that extends beyond technical business skills to include the development of entrepreneurial mindset and capabilities. A lack of knowledge and skills in business management, marketing, and finance is a common issue faced by MSME entrepreneurs. While many MSMEs excel in the production of goods and services, their limited understanding of managerial aspects and marketing strategies hinders their business growth. Additionally, limited access to capital often obstructs business development (Lutfi et al., 2023).

Furthermore, MSME entrepreneurs often lack collateral and have insufficient knowledge to prepare simple financial reports, making it difficult for banks to conduct credit scoring for MSMEs (Putri et al., 2023). In this regard, involving mosques as training and mentoring hubs offers added value, as mosques can serve as centers for social and educational activities within the community. By providing business knowledge intertwined with religious and moral values, mosque-based training programs can enhance the competitiveness of MSMEs in a holistic manner (Wahab et al., 2021).

In addition to the mosque as the training venue, it is crucial to ensure that the impact of these activities reaches a broader community. Therefore, involving the Dewan Masjid Indonesia (DMI) of Surabaya City is a strong justification for integrating DMI into the program. DMI can act as a liaison between economic and religious activities at the mosque. With DMI's moral and

spiritual support, MSME entrepreneurs can be inspired and motivated to tackle their economic challenges. The collaboration with DMI is essential, especially given the diverse range of MSMEs in the area, and it is important to understand the different types of businesses and analyze the potential local and regional markets (Hakim Ghazali, 2018). Additionally, challenges such as limited knowledge, skills, and access to capital must be addressed (Majid, 2024).

As a center for religious and social activities, mosques have significant potential to become MSME development hubs. Research by Ghozali et al., (2023) and Timur et al., (2023a), indicates that mosques can play a role in community empowerment through organizing social activities, skills training, and managing social funds such as zakat and infak, which can be allocated to support economic empowerment programs. A study by Rarasati & Priyadi, (2024) and Nurillah et al., (2021), identified that mosques in several Muslim-majority countries, such as Indonesia and Malaysia, have utilized zakat funds to finance microenterprises, which, in turn, improve the livelihoods of the surrounding communities. Collaboration with DMI fosters synergy between the government, religious institutions, and the community while expanding the program's outreach.

Abu Adenan Mosque, where the activities will be held, already hosts a variety of regular activities conducted by both the mosque management and the congregation, including religious study sessions, community service, and other social activities. Moreover, Abu Adenan Mosque operates the Al Abrar Islamic Financial Services Cooperative, which can support MSME development through various funding programs and financing schemes, such as mudharabah contracts (Pramudya & Sukmaningrum, 2020; Timur, Ratnasari, et al., 2023b). The potential products produced by MSME entrepreneurs around Abu Adenan Mosque can focus on developing halal goods and services. The demand for halal products and services has risen significantly over the past decade, and this potential should be fully exploited (Susilowati et al., 2023; Timur & Sari, 2023).

Furthermore, collaboration between the local government and DMI must be strengthened. Community involvement in the planning and implementation of programs is also a crucial aspect. A situation analysis should include an understanding of local consumption patterns and effective promotional strategies to enhance the visibility of MSME products at the local level. At the same time, the social and environmental impacts – both positive and negative – should be identified. The outcomes of this initiative are expected to lay a solid foundation for planning and implementing community service programs, ensuring that the efforts to enhance the economy through mosque-based MSME training and mentoring in Kedurus Village are effective and sustainable.

DMI's involvement can also facilitate access to a wider network through mosque communities. This helps ensure that the training and mentoring programs reach the intended audience and receive local community support. As the program initiator, collaboration with DMI strengthens the legitimacy and public backing of the initiative. The involvement of religious institutions

like DMI fosters trust and familiarity with the community, which is essential for effectively socializing and supporting the program.

## METHODOLOGY

The method used in this community service initiative is Community-Based Research (CBR). This method prioritizes the needs and perspectives of the community throughout the entire research process, from the initial proposal to data collection, analysis, and the implementation of findings (Jason & Glenwick, 2015). This method is a research approach that actively involves the community in the research process (Beckman et al., 2011). It emphasizes the concepts of community empowerment and the use of local knowledge to address social, economic, and environmental issues faced by the community. In CBR, the community service team collaborates with the community in the planning, implementation, and interpretation of the results. This approach enables the community to play a more active role in determining the research topics, methods, and intervention strategies to be implemented. Such collaboration can enhance the relevance, sustainability, and effectiveness of the research. In this research, collaboration was carried out between the community service team of the Islamic economics study programme, faculty of economics and business, Universitas Negeri Surabaya, Surabaya branch of Dewan Masjid Indonesia (DMI), and the takmir of Abu Adenan Karangpilang Surabaya mosque.

The community service implementation is carried out in Kedurus Village, Karangpilang District, and involves several stages. These stages begin with problem identification and conclude with the preparation of the final report. The implementation of this community service in Kedurus Village, Karangpilang District, can be visualized in the following flowchart: The activities are conducted in person (offline) at Abu Adenan Mosque in Kedurus, Karangpilang, Surabaya City, with the participation of approximately 27 individuals who are congregation members of the mosque. The detailed steps of the implementation process are presented in Table 1 below:

Table 1. Activity Implementation Stages

No.	Stages	Activities	Method	Parties involved
1	Preparation	Coordination was carried out between the community service team, DMI and Abu Adenan Mosque Takmir regarding the implementation of activities.	Focus Group Discussion	Community service Team, DMI Surabaya branch and Tamir Masjid Abu Adenan
2	Pre-Test	A quotient containing several questions related to entrepreneurship was given to participants before the event took place	Test	Community service Team, DMI and Tamir Masjid Abu Adenan
3	Implementation	Education and	Material	Community

	of socialisation and education	Socialisation in the form of material about entrepreneurship delivered by resource persons to participants in activities	delivery	service Team, DMI and Tamir Masjid Abu Adenan
4	Post-Test	A quotient containing some of the same questions related to entrepreneurship was given back to participants after the presentation of the material	Test	Community service Team, DMI and Tamir Masjid Abu Adenan

## RESULT AND DISCUSSION

Before the activity was carried out, the Community service Team gave a Pre-Test question. The results of the Pre-Test questions are used as an illustration of the level of understanding that the takmir board and the congregation of the Abu Adenan Mosque, Kel. Kedurus, Kec. Karangpilang, Surabaya have about Islamic entrepreneurship. Questions are made in the form of multiple choice, to make it easier and to save time. After the implementation, participants filled in the Post-Test questions. The results of the Post-Test questions are used to measure understanding of Islamic Entrepreneurship. The following is a list of questions asked for the Pre-Test and Post-Test:

- 1) In your opinion, is mindset important?
- 2) What is the difference between fixed mindset and growth mindset?
- 3) Do mental blocks hinder entrepreneurial motivation?
- 4) What forms of mental blocks do you know?
- 5) What are the different types of motivation?
- 6) Which one is intrinsic motivation?
- 7) Which is extrinsic motivation?
- 8) Which is true about business intentions?
- 9) Which is correct about the impact of entrepreneurship?
- 10) What is the correct mosque-based economic empowerment model?

The post-test and pre-test questionnaires distributed were 27, the number of participants who participated in Community service activities. Correct answers will be grouped and scored to determine the literacy of the Community on 'Islamic Entrepreneurship' by referring to the following scoring in table 2 below:

Table 2. Pretest and Post Test Assessment Scores

Scores	Index
0,00-20,00	Very low
20,01-40,00	Low
40,01-60,00	Moderate
60,01-80,00	High
80,01-100,00	Very high



Figure 1. Opening of Community Service Programme



Figure 2. Presentation of Materials at the Community Service Programme

The results of the Pre-Test showed that the level of understanding of the takmir board and the congregation of the Abu Adenan Mosque, Kedurus, Karangpilang Sub-District, Surabaya about Islamic entrepreneurship was classified as medium. The average correct answer rate in the pre-test was 60% across 10 questions, with question 7 having only 29% correct responses.

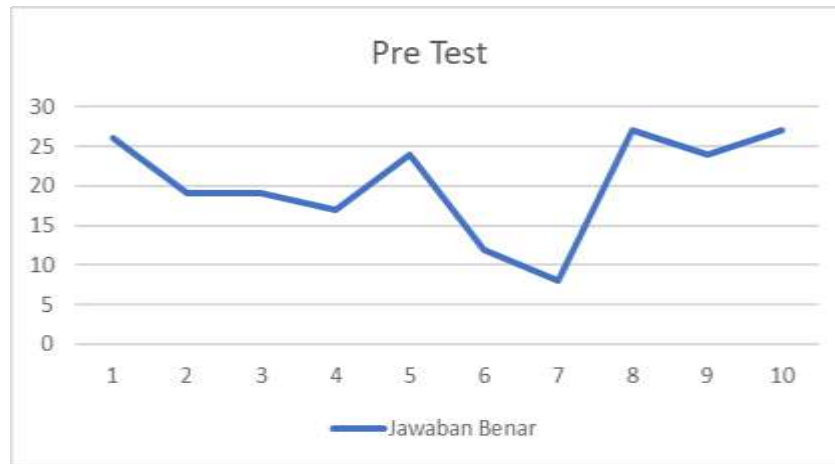


Figure 3. Pre-Test Score

The results of the Post-Test show that the level of understanding possessed by the takmir board and the congregation of the Abu Adenan Mosque, Kedurus, Karangpilang Sub-District, Surabaya about Islamic entrepreneurship was classified as having increased significantly. There was even question number 7 which was only answered correctly by 12 people (44%), after community service activities increased to 22 people (81%) (see figure 3). While if the average assessment of all participants is 90.74% or classified as very high literacy.

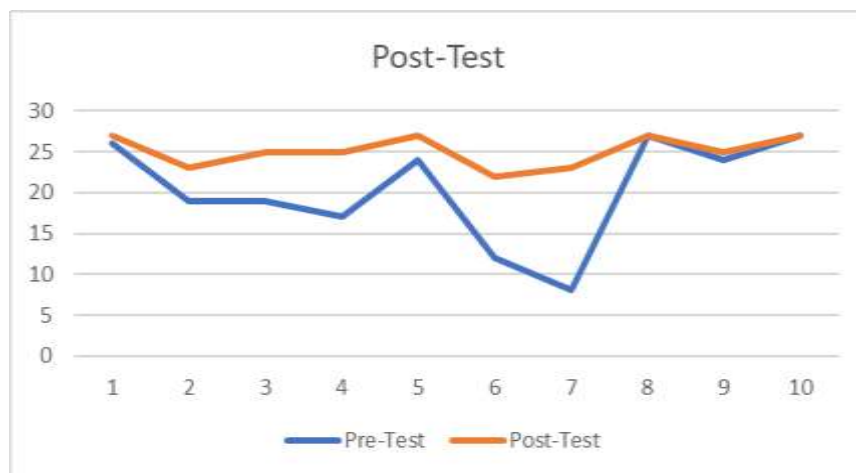


Figure 4. Post-Test Score

This study aims to evaluate the effectiveness of the community service activities held at Abu Adenan Mosque, Kedurus, Karangpilang, Surabaya, in enhancing participants' entrepreneurial literacy, particularly in the context of Islamic entrepreneurship. The post-test results conducted after a series of workshops, seminars, and hands-on sessions revealed a significant improvement in participants' understanding and entrepreneurial skills. The post-test results indicate that participants showed substantial improvement across various aspects of entrepreneurial literacy. The average scores of participants significantly increased after attending the training program, which focused on entrepreneurship grounded in Islamic values. This suggests that participants not

only gained theoretical knowledge about entrepreneurship concepts but also practical skills that can be applied in running a business. Knowledge of sharia-compliant business ethics, business management, financial management, and community-based business innovation were the areas that experienced the most significant improvement.

These community service activities played a crucial role in fostering an entrepreneurial spirit among participants. Through the Islamic entrepreneurship approach, which integrates sharia principles in business practices, participants were provided with insights that entrepreneurship is not solely focused on profit, but also on social benefits and contributions to community welfare (Hoque et al., 2015). This is in line with the findings of Timur & Herianingrum, (2022), which show that entrepreneurship education based on Islamic values can shape an ethical, sustainability-oriented entrepreneurial mindset, while supporting the development of socially responsible enterprises. This program taught participants to view entrepreneurship as a pathway to economic independence that not only benefits individuals but also provides positive contributions to society. By equipping participants with the knowledge and skills necessary to run a business, this initiative raised awareness that entrepreneurship can be a tool to improve both the economic and social conditions of their communities.

In alignment with the program's goal of fostering an understanding of Islamic entrepreneurship, the post-test results demonstrate that participants increasingly comprehend the importance of business ethics based on sharia principles in running a business. This is consistent with the research conducted by Oggero et al., (2020), which explains that the integration of sharia principles in entrepreneurship not only results in halal businesses but also creates positive impacts on the socio-economic welfare of the community. In this program, participants were encouraged to develop businesses that prioritize collective welfare while avoiding unethical or harmful business practices. Additionally, this community service initiative contributed to raising participants' awareness of the potential of entrepreneurship as a means to generate positive social impact. Participants showed high enthusiasm in implementing the entrepreneurial concepts they learned, both in the form of managing small businesses and developing mosque-based social programs. The enhancement of entrepreneurship skills based on social values demonstrates that this initiative contributes to improving the overall quality of life in the community.

## **CONCLUSION AND RECOMMENDATION**

The community service activity held at Masjid Abu Adenan, Kedurus, Karangpilang Surabaya, successfully increased interest in Islamic entrepreneurship among the participants. Through a series of workshops, seminars, and hands-on sessions, participants not only gained theoretical

knowledge about entrepreneurship but also the practical skills needed to start a business. The heightened enthusiasm and understanding of Islamic entrepreneurship values, such as business ethics based on sharia principles, were clearly evident in the active participation of the students. This activity also raised awareness of the entrepreneurial potential as a pathway to achieving economic independence and making a positive contribution to the community. Therefore, in order to sustain the positive impact achieved in this activity, this study recommends the organization of follow-up training with more specific topics related to Islamic entrepreneurship.

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