

THE EFFECT OF NASYIATUL AISYIYAH BUSINESS ON THE DEVELOPMENT OF ITS MEMBERS SELF-POTENTIAL: CASE STUDY IN CENTRAL JAVA

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Abstract

Purpose of the study: This study aims to examine the effect of Nasyiatul Aisyiyah business on the development of its member's self-potential, a case study in Central Java. There are several research findings that reinforce the involvement of members of the BUANA community in the activities of small and enterprises both on government agencies and private.

Methodology: This research used to survey, the data source of this research is primary data, collected using questionnaire instrument, Data measurement using interval scale, with a five-point Likert scale score. This research conducts analysis to 100 participants in Nasyiatul Aisyiyah member in Kendal Central Java as sample.

Results: The finding of research indicates that BUANA has become a model for the entrepreneurial organization. Obviously, BUANA is a form of business practices as its members would have a lot of experiences and skills to become an independent and creative business woman. BUANA has become a superior program as it managed to enhance the spirit of entrepreneurship among its members. BUANA is also the real laboratory for Nasyiatul Aisyiyah Organization. Every region in Indonesia obliged to own BUANA.

The limitation of this research: This research only focuses on Central Java. Future improvement may involve other regions outside Java.

Applications of this study: This research is suitable in explaining the phenomena of women entrepreneurship in Central Java and how they contribute to the local economy. More programs and activities can be organized to ensure that BUANA may become more productive and innovative in the near future to further boost Nasyiatul Aisyiyah's economy.

Novelty/Originality of this study: The novelty of this research that BUANA is a tangible manifestation of organizational entrepreneurship from branch-region to center.

Keywords: *Nasyiatul Aisyiyah, Entrepreneurship, Business Entities, Charities of Nasyiatul Aisyiyah (BUANA).*

INTRODUCTION

Muhammadiyah's profile book mentions that Muhammadiyah is an Islamic da'wah organization and movement operating in Indonesian society. In early 1912, Muhammadiyah becomes more assertive to support Indonesia to be more independent in economic sector. The purpose of the Muhammadiyah organization is to educate Muslims through education in all fields. The vision of Muhammadiyah as the movement of Islam *amar ma'ruf nahi munkar* in all fields in realizing rahmatan lil 'alamin towards the creation of a truly Islamic society. One of the missions of Muhammadiyah is to realize the practice of Islam in private life, family and society. Until today, there are various charitable business both educational-health and business unit continuously stimulated by *Persyarikatan Muhammadiyah*. One of the Muhammadiyah autonomous organizations is *Nasyiatul Aisyiyah*. Siti Syamsiyatun (2016) defined Nasyiah is one of the women organizations in Indonesia having national network. Nasyiah at the beginning of its development is a simple group consisting of Muslim girls and was founded in 1919 called *Siswa Praya Wanitain* Kauman Yogyakarta. Its forming is strengthened by the birth of *SapaTresnain* 1914 pioneered by Mrs. SitiWalidah or usually called as Nyai Ahmad Dahlan (The wife of Muhammadiyah Founder, Kyai Ahmad Dahlan/ Muhammad Darwis).

The beginning of Nasyiah is activities of life ability debriefing and practices for Muslim women such as household management, sewing, cooking, and da'wah. There is a significant relationship between Muhammadiyah and NasyiatulAisyiyah in applying the goals and vision of the organization's mission through economic activities in business charity. As time goes by, the knowledge understanding and thoughts of KHA Dahlan at that time highly influenced the development of Nasyiah explained in Al Quran Surah AnNahl: 97 where women are understood as an independence species who must be responsible for their own actions as men do. Therefore, women must be given equal access and opportunities to learn religious knowledge and to increase charities in their activities. The potencies possessed by Nasyiah itself has not been at maximum if seen thoroughly across Indonesia. There are still strengths and weaknesses becoming the indicators for each district or region. SWOT analysis discussed few times and applied in society across village-sub district-district to region has not been enough to hit targeted goals. Therefore, many things arranged especially those becoming the policies in every level related to the efforts to revive, strengthen, and improve business units to create independence in economy and tenacity of Muhammadiyah women organization syiar as a nation's potential asset. Based on data from the head of Nasyiatul Aisyiyah center in 2011, as an asset of Progressive Nasyiah and a network with Muhammadiyah

business units as Toko Suara Muhammadiyah, Toko Surya mediatama, Kedai Aisyiyah (Central Cooperative of the Central Board of Aisyiyah), Koperasi Al Hikmah (Central Cooperative of the Central Board of Muhammadiyah) and other business in the terms of the organizations need and others. Economics Department of Nasyiah (2015) defined BUANA as a form of organization entrepreneurship, BUANA also has a network with BUEKA (Aisyiyah Economy Business Unit) and *Jaringan Saudagar Muhammadiyah* (JSM) both individually and Nasyiah active stimulators in organization. The occurrence of strengths – weaknesses – opportunities, and challenges make BUANA experience the dynamics of movement. The growth and development of BUANA become the catalyst for Nasyiah to reflect and progress. Along with this issue, the condition of each district-region becomes one of the indicators of BUANA's growth and development.

LITERATURE REVIEW

There are several studies and research related to this study:

1. [Ita Rifiani \(2017\)](#) researches on entrepreneurship characteristics, venture capital, and marketing strategy on success of Small Industry Enterprises. The purpose of this study is to analyze the factors that influence the success of a small business because the chance of small business potential to be improved and expanded is very wide. This population in this study is all small industrial ceramics at Dinoyo Malang –East Java. The total sample is 30 people, selected with a nonprobability method, which is the method of purposive sampling. The results show that the characteristics of entrepreneurship and marketing strategy have a significant positive effect on the success of the business ([Sri Paulani, 2015](#)).
2. [Azilahwati Adam et.al \(2016\)](#) analyze how the use of s-commerce as a medium for an entrepreneur is capable of helping SMEs to increase the sales and probability of their business from Malaysian vantage point. The population in this study is conducted by SMEs Corp Malaysia. The results of this study show there are the internal factors within entrepreneurs, namely attitude and self-efficacy, which influence the acceptance and use of s-commerce among SMEs Malaysia.
3. [Mareta K. \(2014\)](#), conducted research among women entrepreneurs of Minangkabau stresses that competencies building must be given due emphasis particularly the integration of knowledge, skills, and attitudes. Mentoring and coaching have been viewed as deemed necessary to enhance entrepreneurial skills among entrepreneurs ([Patricia, 2016](#)).
4. Another study which has significant relevance to this research was conducted by [Amelia, F. \(2017\)](#). This article discusses the nature of Islamic philanthropy and social services in the context of the plurality of Indonesian society by looking at the early development of Muhammadiyah's charitable activities, known as PenolongKesengsaraan Umum or by the acronym PKU(Assistance for the Relief of Public Suffering). This article asserts that PKU took an inclusive approach to humanitarian issues in providing social services to underprivileged groups and that this was claimed as being 'without discrimination of religion and race or group. It analyses the 'bridging' and 'bonding' aspects of faith-based philanthropy as social capital and questions how it was that PKU could formulate inclusive ideas that underpin its vision and activities and that bolster Muhammadiyah's label as a civil society organisation. Even though the ideas were overtaken at the end of the Dutch colonial period, the potential for an inclusive principle remained in place.
5. The track record of the struggle of Nasyiatul Aisyiyah at Kendal Central Java can be found in [Eliana EkaHutami \(2017\)](#). This research mentioned that the integration and strengthening between entrepreneurs who are members of community APUNA strongly support organization and society economically. BUANA becomes a reflection of the ability of members who have different creativity can achieve marketing strategy. The population in this study is conducted by all the leaders of the Nasyiatul Aisyiyah branch in Kendal Central Java.
6. [Fenri Abraham & Stevi Tupanal \(2016\)](#) concentrate on interpersonal competence, entrepreneurial characteristics as market orientation for basis, micro and small enterprises in start-up business phase. This study aims to examine the effect of direct and indirect influence interpersonal competence, entrepreneurial characteristics toward market orientation and business performance of micro and small enterprises in the start-up phase of a business. The population of this study was conducted by 128 units of the start-up phase of business in the city of Ambon. The Results mentioned that Interpersonal competence entrepreneurs directly affect business performance and also entrepreneurial characteristics affecting the market orientation.

From five references above this research may assist to strengthen research conducted in the regency of Kendal mentioning that the integration and strengthening between entrepreneurs who are members of community APUNA strongly support organization and society economically. BUANA becomes a reflection of the ability of members who have different creativity can achieve marketing strategy.

There are several points of discussions to be highlighted here:

1. Syiar/ Da'wah

The organization of NasyyatulAisyiyah is an organization that contains the value of the Da'wah. So the implementation of the activities of this organization is worship. As contained in the Quran Sura Al Jumuah: 10

'And when the prayer has been concluded, disperse within the land and seek from the bounty of Allah, and remember Allah often that you may succeed.' (QS Al Jumu'ah: 10)

2. Entrepreneurship Basic Concept

The basic concept of entrepreneurship is the earliest that a staple of thoughts about entrepreneurship itself. As for this statement is as follows:

- The origin of the word "wira": warrior/ bravery and efforts: business and non-business activities.
- The origin of the word entrepreneurship from the Sanskrit "Wira" means that ultimate-manly- Swa means independent – Sta means to stand- swasta: to stand on own's feet with one's ability. The characteristics of entrepreneurship: confident, task-result oriented, risk-taker, leadership, honest-persistent.
- Entrepreneurship was first introduced by a French economist named Richard Cantillon (1775). According to Cantillon, "entrepreneur is the agent who buys means of production at certain prices in order to combine them".
- Jean-Baptiste Say (1775) who is also a French economist strengthened Cantillon's opinion by confirming the entrepreneurial figure is the figure of a leader.
- The characteristics of entrepreneurship: Motivation of achievements, independence of creativity, risk-taker, tenacity, communication ability, leadership, and future orientation ([Soeharto Prawirokusumo, 2010](#)).

3. Theory of Entrepreneurship

The theory used in this research is the SWOT theory. The SWOT or TOWS matrix in the word of [Heinz Wehrich \(1982\)](#) Heinz is a matrix that is instrumental for matching the environmental threats and opportunities with the organization's weaknesses and especially its strengths. According to [Kaswandan A.S. \(2015\)](#), the four matrices of the SWOT theory are as follows:

- a) SO/ Strength-Opportunities - The power it has to take on existing opportunities
- b) ST/ Strength Threats - The power to reduce the impact of threats
- c) WO/Weakness Opportunities - Increase internal weakness by taking on existing opportunities
- d) WT/ Weakness Threat - Defensive strategies to reduce weaknesses and avoid threats

The scope of this theory is both internal and external. This theory helps in identifying factors from within namely the strengths and weakness as well as outside factors such as opportunities and challenges ([Mulyadi,2010](#)).

4. Nasyyatul Aisyiyah

The organization's goal is to create Islamic women who are worthwhile for the family, nation, and religion that the real Islamic people can be realized ([PPNA, 2011](#))

5. BUANA/ Business Entities and Charities of NasyyatulAisyiyah

BUANA is a business unit built by Nasyyiyah organization to stimulate business in various fields such as education through PAUD/ early childhood education program – the occurrence of BMT/ sharia cooperative-like in some regions across Indonesia, Small Medium Enterprises operating in home industries and others.

Goals:

- a. To improve women resources in community development and empowerment.
- b. To collect, manage, and develop the organization's potency in each region.
- c. To support the organization's goals is to create Islamic women who are worthwhile for family, nation, and religion that the real Islamic people can be realized.

The BUANA constitutional foundation is in AD&ART Nasyyatul Aisyiyah Chapter V, Article 20. There are several provisions in the establishment of BUANA which can be seen in the guidance of the central leadership ([PPNA, 2015](#)).

METHODOLOGY

This research is survey research, the data source of this research is primary data, collected using questionnaire instrument, Data measurement using interval scale, with a five-point Likert scale score. This research conducts analysis to 100 participants in NasyyatulAisyiyah member in Kendal Central Java as sample. This research also based on data obtained in the field and relevant literature reviews which was taken directly from the secondary data and through informal interview

supported with books/literacy. Data resources were compiled directly from district/region throughout Indonesia and were recorded by the Central Board of NasyiatulAisyiyah. Data were accessed by economic assemblies/economic department from all district/region throughout Indonesia.

Type of Research

This research was a qualitative descriptive research using survey approach based data obtained in the field and relevant literature reviews. It was supported with library research by both compiling data from field observation and also from literacy.

Object/ Subject of Research

This research used primary data was taken through informal in-depth interview and secondary data as the most updated data compiled from the field. Regarding the use of data, this research was conducted at regional and areal district BUANA. This research was directly coordinated by BUANA central level.

Data Resource: Primary and Secondary

Primary data was taken through informal in-depth interview, while secondary data was taken through documentation and literacy books.

Data Compiling Technique

The survey involved 100 respondents in Central Java. Beside interview, other documentation forms of data such as documentation as the history of the establishment of the venture, the structure of maintainer and others.

Data Analysis

Researchers using analysis techniques developed by Miles and Huberman among other things the reduction of data, content analysis and withdrawal of the conclusion.

After data processed from 100 respondents, the results were interpreted in the study for further analysis. In addition to the respondent followed by interviewing several sources such as chairman, manager and other users. After that, the results are combined between the data with the source interview.

DISCUSSION / ANALYSIS

There are the results of the data analysis of respondents from two areas involving 100 respondents from central Java and East Java. The results of this analysis are the respondent about the effect of NasyiatulAisyiyah business on the development of potential members and entrepreneurial organizations.

Table 1: BUANA as an Entrepreneurial Organizations

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	100	100.0	100.0	100.0

The rest of the respondents agreed that BUANA is indispensable as a form of entrepreneurial organizations. The reason is that real BUANA is a form of business practices so that members would have a lot of experiences and skills. Each member has a commitment to empowering both themselves and their groups.

Table 2: BUANA is becoming a superior program

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rather Agree	5	5.0	5.0	5.0
	Agree	95	95.0	95.0	100.0
	Total	100	100.0	100.0	

The 95 percent of the respondents agreed that BUANA becomes a superior program. The reason is that the entrepreneurial organization has become one program which growing up spirit of entrepreneurship. BUANA become an inspiration for the Nasyiah to create the science of religion and scientific charity in living in society.

Table 3: BUANA as the real laboratory of Nasyiah Organization

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rather Agree	3	3.0	3.0	3.0
	Disagree	2	2.0	2.0	5.0
	Agree	95	95.0	95.0	100.0
	Total	100	100.0	100.0	

The 95 percent of the respondents agreed that BUANA is the real laboratory of Nasyiah Organization. The reason is how to be an entrepreneur not just enough in the concept but also how to create its and become it's real. BUANA has many businesses, there are services and products, both of which are diverse in creativity and potential.

Table 4: Is BUANA only exist in the Nasyiah Organization?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rather Agree	45	45.0	45.0	45.0
	Disagree	48	48.0	48.0	93.0
	Agree	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

The 48 percent of the respondents disagreed that is BUANA only exist in the Nasyiah Organization. The reason is Buana can make the network wider and also not just enough to internal organization.

Table 5: Is BUANA present only at the Central level?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rather Agree	47	47.0	47.0	47.0
	Disagree	46	46.0	46.0	93.0
	Agree	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

The 47 percent of the respondents disagreed that is BUANA present only at the Central level. The reason is the attempts to explore the potentials and create a new network from grassroots.

Table 6: Is every region in Indonesia obliged to own BUANA?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rather Agree	6	6.0	6.0	6.0
	Disagree	2	2.0	2.0	8.0
	Agree	92	92.0	92.0	100.0
	Total	100	100.0	100.0	

The 92 percent of the respondents agreed that is every region in Indonesia obliged to own BUANA. The reason is that BUANA becomes a breakthrough and inspiration to be more creative.

Table 7: The involvement of BUANA in activities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rather Agree	29	29.0	29.0	29.0
	Disagree	12	12.0	12.0	41.0
	Agree	59	59.0	59.0	100.0
	Total	100	100.0	100.0	

The 59 percent of the respondents agreed that Is BUANA required in all areas of activity. The reason is that BUANA adds strengthening in sharpening the business skills possessed in every field of activity.

Table 8: BUANA and regional potential

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rather Agree	11	11.0	11.0	11.0
	Disagree	1	1.0	1.0	12.0
	Agree	88	88.0	88.0	100.0
	Total	100	100.0	100.0	

The 88 percent of the respondents agreed that BUANA pioneered in accordance with the potential of each region. The reason is that pioneering BUANA becomes the first picture in the existing business planning.

Table 9: BUANA as a foothold in learning entrepreneurial skills

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rather Agree	35	35.0	35.0	35.0
	Disagree	6	6.0	6.0	41.0
	Agree	59	59.0	59.0	100.0
	Total	100	100.0	100.0	

The 59 percent of the respondents agreed that BUANA is ideally present in every region. The reason is that BUANA became the first step and NasyiatulAisyiyah' foothold in learning.

Table 10: BUANA and entrepreneurial development

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rather Agree	1	1.0	1.0	1.0
	Disagree	1	1.0	1.0	2.0
	Agree	98	98.0	98.0	100.0
	Total	100	100.0	100.0	

The 98 percent of the respondents agreed that BUANA motivates members and the environment in entrepreneurship. The reason is BUANA inspires members to become independent and creative particularly for beginner business women. Table 11 below provides some supporting data related to this study. From the respondents who were members of the Nasyiah in the regional leadership, the study explained that of the 20 members there were 6 members who did not understand about BUANA while 14 others understood BUANA.

Table 11: The understanding on the roles of BUANA

No.	Name	1	2	3	4	5	6	7	8	Total	z	t	s
1	A	2	2	2	2	2	2	1	2	15	0,16	51,61	Understood
2	B	2	2	2	2	2	2	1	1	14	-0,65	43,55	Not understand
3	C	2	2	2	2	2	2	1	1	14	-0,65	43,55	Not understand
4	D	2	2	2	2	2	2	2	2	16	0,97	59,68	Understand
5	E	2	2	2	2	1	2	2	2	15	0,16	51,61	Understand
6	F	2	2	2	1	1	1	1	1	11	-3,07	19,35	Not understand
7	G	2	2	2	1	2	2	2	1	14	-0,65	43,55	Not understand
8	H	2	2	2	1	2	2	1	1	13	-1,45	35,48	Not understand
9	I	2	2	2	2	2	2	2	2	16	0,97	59,68	Understand
10	J	2	2	2	1	2	2	2	2	15	0,16	51,61	Understand
11	K	2	2	2	2	2	2	2	2	16	0,97	59,68	Understand
12	L	2	2	2	2	2	2	2	2	16	0,97	59,68	Understand
13	M	2	2	2	2	2	2	1	2	15	0,16	51,61	Understand
14	N	2	2	2	2	2	2	2	2	16	0,97	59,68	Understand
15	O	1	2	2	2	2	2	1	2	14	-0,65	43,55	Not understand
16	P	2	2	2	2	2	2	2	2	16	0,97	59,68	Understand
17	Q	2	2	2	2	2	2	1	2	15	0,16	51,61	Understand
18	R	2	2	2	2	2	2	1	2	15	0,16	51,61	Understand
19	S	2	2	2	2	2	2	1	2	15	0,16	51,61	Understand
20	Y	2	2	2	2	2	2	1	2	15	0,16	51,61	Understand
										14,80		50,00	
													1,24

Referring to the results of the above analysis can be seen that Integration becomes Nasyiah entrepreneurship identifier, for example when one Business Entity undergoes hardship, the solution will be discussed together. The potential of the

members of NasyiatulAisyiyah is an economic power in pioneering and strengthening the economic independence of the organization

NasyiatulAisyiyah is Muhammadiyah autonomous organization commonly called as the female organization of Muhammadiyah whose members are those of branches and central level and are located throughout Indonesia. Those Nasyiah members from all over Indonesia have their own respective potential and background; culture, social economics, etc. This diversity becomes the greatest power as well as a valuable prospect in supporting Nasyiah as an organization that gives a contribution to society and nation. Thus, its movement needs to be organized. And one of its movements is BUANA. Nasyiatul Aisyiah Charitable for-profit entity or NasyiatulAisyiah Business Charity was established in order to support the realization of its organizational mission, as well as to become *syiar* medium within BUANA organization based on QS Al Jumuah:10 'Then when the (Jumu'ah) Salat is ended, you may disperse through the land, and seek the Bounty of Allah (by working, etc), and remember Allah much: that you may be successful' and also form Hadist "Please be note for you all, trading is nine out of ten gates toward fortune" (HR. Ahmad). BUANA consists of several fields:

- a. An economic field such as SME (UKM), BMT, cooperation, and other business entity.
- b. Cadre field such as Training team- leadership and other units.
- c. Education field such as early childhood education program (PAUD), Pashmina-elayanan Kesehatan Remaja Milik Nasyiatul Aisyiyah- (Teenagers Health Service of NasyiatulAisyiyah) and others.
- d. Da'wah field such as consultation for teenagers –with the collaboration of Radio, TV, and other media.
- e. Communication, information, and public relation field (Kominmas) such as a school of journalistic, MC, and many others.

CONCLUSION

As mentioned elsewhere, Nasyiatul Aisyiah Charitable for-profit entity or NasyiatulAisyiah Business Charity was established in order to support the realization of its organizational mission, as well as to become a medium within BUANA organization based on Quranic verses: Al Jumuah:10 'Then when the (Jumu'ah) Salat is ended, you may disperse through the land, and seek the Bounty of Allah (by working, etc), and remember Allah much: that you may be successful' and also from Prophetic Hadith, "Please be note for you all, trading is nine out of ten gates toward fortune" (HR Ahmad).

Significantly, BUANA plays a significant role in Indonesian society. BUANA does not only focus on economic activities. BUANA also being acknowledged by its community in other charitable activisms such as training for cadres, education for early childhood and health service (PASHMINA).BUANA also actively involves in spreading da'wah via electronic and social media.

Based on the actual data, since the beginning of the establishment of regional BUANA, there is one region in Indonesia which have potential to vastly develop and is to become a reference for case study i.e. BUANA of Central Java. It may become reference model for other regions throughout Indonesia are good synergy with local policymakers and network building. Having the same stipulation on requirement for establishing BUANA, the issuance of Trade and Business Licensing (SIUP), requirement for establishing cooperation/BMT syariah, and business license procedure is strategic reference model for entrepreneurs' organization.

The case study analysis results show the most supportive data on how the effect of NasyiatulAisyiyah Business towards the development of its members self- potential with a productive age between 17 to 40 years. Besides that the sense of belonging to the organization makes communication barriers not a problem. Although lack of support from the nearest environment inactivity is still felt the entrepreneurial spirit increases and also the communication in the organization is running well.

Indeed BUANA has gained national and regional recognition as a model for the entrepreneurial organization. BUANA motivates members and the environment in entrepreneurship. The reason is BUANA inspires members to become an independent and creative particularly business women at the beginner level.

In the near future, the application of BUANA like the case study can only be applied in other areas that have the same conditions and potential as the Central Java. Hopefully in the future BUANA of Central Java will become a model of reference by other BUANA in another part of Indonesia.

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