

Proceeding

ICEEE 1st 2016

The 1st International Conference on Economics Education
& Entrepreneurship

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Economic Education and Entrepreneurship Learning Innovations

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Welcome to
International Conference on Economic Educational and Entrepreneurship (ICEEE)
2016 at Universitas Negeri Surabaya



Drs. Eko Wahjudi, M.Si
Dean, Faculty of Economic
Universitas Negeri Surabaya
Indonesia

It is an honor to have you joint this conference, with theme **Economic Education and Entrepreneurship Learning Innovation**are, this conference jointly organized by Faculty of Economic, Universitas Negeri Surabaya with ASPROPENDO, and the 1st annual conference to celebrate the 5th anniversary of Asosiasi Profesi Pendidik Ekonomi Indonesia (ASPROPENDO).

The goals of this conference are to give economic educators the opportunity to share ideas and networks while working together on economic education and entrepreneurship learning innovation for future exchange internationally. It is anticipated that the exchange of the ideas and research findings will contribute greatly to future generations and economic education.

On behalf of the Faculty of Economic, Universitas Negeri Surabaya, I would like to express my gratitude and my sincere appreciation to our co-host institution, the keynote speakers, guest participants and the organizing committees for their efforts. I would like to thank to all delegations and participations that come to the part of this conference.



Dr. Waspodo Tjipto Subroto, M.Pd

Co-Even Director I
Universitas Negeri Surabaya
Indonesia

Assalamualaikum Wr. Wb.

Honorable, the rector of State University of Surabaya, Prof. Dr. Warsono, M.S

Honorable, the Dean of Faculty of Economic of Universitas Negeri Surabaya, Drs. Eko Wahjudi, M.Si.

Honorable, the Head of ASPROPENDO, Dr. Sugiharsono, M.Si

Respectable, all speakers of the international conference,,

And all of the audiences who are very happy.

Thanks to Allah S.W.T who has been giving us bless and mercies so we can be here together in healthy condition. Then, let us greet and pray to our beloved prophet Muhammad S.AW who brings us the path of light and leave the darkness in this life.

We are glad that the idea to hold this International Conference get good responses from UNESA campus, ASPROPENDO and from Economic Educational both from Indonesia and aboard. Alhamdulillah, the participation of this conference has reached about 250 participants.

Ladies and gentleman, in this conference, we have keynote speakers who come from Indonesia and aboard, they are:

Prof. Dr. Ady Soejoto, M,Si (Indonesia)

Prof. Dr. Hitesh Shukla (India)

Prof. Dr. Ruswiati Suryasaputra (Malaysia)

Dr. Maria Elena David Cruz (Phillipine)

Dr. Moro Kadjo Daniel Bitty (**Cote d'Ivoire**--West Africa)

And guest participants:

Prof. Dr. Vishal Khasgiwala (India)

Prof. Dr. Chetan Lakhani (India)

The theme of this conference is the ECONOMIC EDUCATION AND ENTREPRENUERSHIP LEARNING INNOVATION. The purpose of this conference is to share the knowledges from all sides

The 1 st International Conference on Economic Education and Entrepreneurship 2016

of the world about how to make a better Innovation Learning in Economic Education. We are educator and we are should give changes in innovation learning in Economic Education.

We thank to:

Universitas Negeri Surabaya

Faculty of Economic of Universitas Negeri Surabaya

ASPROPENDO (Asosiasi Profesi Pendidik Ekonomi Indonesia)

Audience, participant, and proceeding speakers.

And all who support to hold this conference.

Thats all, thanks for your attention, we apologize if there is any mistakes. Enjoy the conference. Hope this will be useful for all of us.

Wassalamualaikum wr.wb



Dr. Sugiharsono, M.Si
The Chairman ASPROPENDO
Universitas Negeri Yogyakarta
Indonesia

Assalamualaikum **Mukernas**ational w.w. work forum and the ASPROPENDO International conference.)n this **moment** Give thanks **Mukernas** to the God **will discuss** Almighty **the** for **ASP** His

mercy and bless, today we re here to hold e ROPENDO follow-up work program which established in UNS Surakarta and Universitas Jambi. Meanwhile, the international seminar is taking the theme "Economic Education and Entrepreneurship Learning Innovation" (ICEEE). The theme was taken accordance to the demands of the development of education and entrepreneurship, as well as national and regional economic developments in Asia in the globalization era.

This Mukernas and ICEEE were hold by the cooperation of some university; UNESA Surabaya, UNS Surakarta, UKSW Salatiga, UNY Yogyakarta, UPI Bandung, East Java ASPROPENDO Board, and the Central Board ASPROPENDO. Therefore, on behalf of the Central Board ASPROPENDO I would like to thank for all the sacrifices, especially Faculty of Economics UNESA Surabaya for the willing to host and manage the ICEEE and Mukernas ASPROPENDO 2016. Thanks to the Dean of FE UNESA.

More than 40 universities is participated in Mukernas and the International Conference on Economic Educational and Entrepreneurship 1st 2016 as organizers and participants. I would

like to say thanks for the cooperation. The role **herefore**, of profes **lets** ional **support** associations, **ASPROPENDO** including **asan** ASPROPENDO is important, especially for the development of economic education programs, and the accreditation of educational institutions. T

educator profession forum in Indonesia. *InsyaAllah* with our support ASPROPENDO will be developed accordance to the demands of the development of education in Indonesia.

I would like to express my gratitude to Prof. Dr. Warsono, M.Hum as Rector UNESA Surabaya who have allowed and facilitated the International Conference on Economic Educational and Entrepreneurship 1st 2016, and his participation. Thank to Prof. Ruswiati Suryasaputra (Universiti Utara Malaysia), Prof. Hitesh Shukla Saurashtra (University Rajkot, Gujarat India), Maria Elena Dela Cruz David, Ed.D. (Tarlac State University Philippines), Dr. Daniel Moro Kadjo Bitty (Assistant Chairman Dakar Business School), and Prof. Ady Soedjoto, SE., M.Si. (UNESA Surabaya) as keynote speakers. Thanks to Dr. Wapodo, M.Sc. as the Committee Chairman for coordinating the Mukernas and ICEEE. Infinite thanks to all the organizers and participants who have participated in the Mukernas and International Conference on Economic Educational and Entrepreneurship 1st 2016 in UNESA Surabaya. Hopefully this seminar gives us benefit in order to face the economic education in globalization.
Wassalamualaikum w.w.

The 1 st International Conference on Economic Education and Entrepreneurship 2016



Prof. Dr. Ady Soejoto, M, Si

The Board Experts Aspropendo
Universitas Negeri Surabaya
Indonesia

Bissmilahirohmanirrohim
Assalamualaikum Wr, Wb

Welcome to the International Conference on Economic Educational and Entrepreneurship 1st 2016,

Honorable;

The rector of State University of Surabaya,

The Dean of Faculty of Economic of Universitas Negeri Surabaya,

The Chairman of the Asosiasi Profesi Pendidik Ekonomi Indonesia

(Aspropendo), And speakers who have agreed to attend this conference

The Asosiasi Profesi Pendidik Ekonomi Indonesia (Aspropendo) members, audiences and participants that enliven this conference.

Give thanks to the God Almighty, for all the blessings and joy, so we can attend this International Conference on Economic Educational and Entrepreneurship 1st 2016.

Ladies and gentlemen,

In this year, Asosiasi Profesi Pendidik Ekonomi Indonesia (Aspropendo) celebrates its 5th anniversary. This celebration took place in Surabaya, the same city where the organization was founded in July 2011. In this 5 years Aspropendo consistent annually organizes scientific activities such as workshops, seminars and call paper, held in various universities in Indonesia who joined as a member of Aspropendo.

In this celebration, Aspropendo determined to hold international seminar, which will be an annual event for Aspropendo. The Agenda called International Conference on Economic Education and Entrepreneurship (ICEEE). Next year, this agenda will be continued and one of universities in Indonesia, who joined as a member of Aspropendo will get the honor to hold the conference.

This International Conference on Economic Education and Entrepreneurship 1st 2016, were attended by more than 153 **speakers from all over Indonesia and other countries. A ‘Mukernas’ were held in the previous day, and attended by all Aspropendo members throughout Indonesia at ‘Papilio Hotel’.** I would like to express my gratitude and my sincere appreciation to all who have supported the **‘Mukernas’ and this International Conference on Economic Education and Entrepreneurship 1st 2016,** and support Aspropendo to carry its vision and mission. Aspropendo will continue to strive and participate in advancing education, especially economic education in Indonesia. The existence of Aspropendo will be challenged by the time. The creativity and innovation from all members will answer its challenges.

That’s all, and ‘Dirgahayu ke 5 Aspropendo, Dari Aspropendo Untuk Indonesia’

Thank you, Wassalamualaikum Wr. Wb

PATRONS

Keynote Speakers

Prof. Dr. Ruswati Suryasaputra from Universiti Utara Malaysia

Prof. Dr. Hitech Shukla from Saurashtra, University Rajkot, Gujarat India

Dr. Moro Kadjo Daniel Bitty from Dakar Business School

Dr. Maria Elena David from Talac University

Prof. Dr. H. Ady Soejoto, S.E., M.Si from Universitas Negeri Surabaya

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PROGRAM
1st Internasional Conference on Economics Education & Entrepreneurship
Universitas Negeri Surabaya, July, 29-30th 2016

Day	Kegiatan	Penanggung Jawab	Tempat
Jumat, 29 Juli 2016			
13:00 WIB	Makan Siang	Panitia UNESA	Best Western Papillo Hotel
14:00 – 15:00	Registrasi Peserta Muskernas	Panitia UNESA	Best Western Papillo Hotel
15:00 - 16:00	Pembukaan Sidang Sesi I	Pengurus Pusat ASPROPENDO	Ruang Meeting
16:00 –16:30	Coffee Break	Panitia UNESA	Ruang Makan
16:30 –18:00	Sidang Sesi II	Pengurus Pusat ASPROPENDO	
18:00- 19:00	Ishoma	Panitia UNESA	Ruang Makan Bebas
19:00- 22:00	Pelantikan Pengurus Cabang • Sidang Pleno	1) Pengurus Pusat ASPROPEND O 2)UNESA	Ruang Meeting
22:00-	Istirahat	Panitia UNESA	Best Western Papillo Hotel
Sabtu, 30 Juli 2016			
07:00 - 08:00	Registrasi Seminar	Panitia UNESA	FE UNESA Jl. Ketintang
08:00- 09:00	Pembukaan	Panitia UNESA	Ruang Meeting
09:00- 11:30	Pembicara Panel	Invited Speakers: Thailand Malaysia India Filipina Indonesia	Ruang Meeting
11:30- 12:30	Tanya Jawab	Panitia UNESA	Ruang Meeting
12:30- 13:30	Ishoma	Panitia UNESA	Ruang Makan
13:30 –15:30	Diskusi Paralel Sesi I	Panitia UNESA	Ruang Meeting
15:30- 16:00	Coffee Break	Panitia UNESA	Ruang Makan
16:00 –17:30	Diskusi Paralel Sesi II	Panitia UNESA	Ruang Meeting
17:30 –18:00	Penutupan	Panitia UNESA	Ruang Meeting

Pannel Session International On Economic Education & Entrepreneurship 2016

Day 2, at 09.00 - 11.30 am

In Auditorium G2 Faculty of Economic Universitas Negeri Surabaya

No	Author	Title	Instance
1	Dr. Hitesh Shukla	Start Up to Stand Up: A Case of Serviceforce	Saurashtra University, India
2	Moro Kadjo Daniel Bitty	A New Monetary Era and the Necessity of Exchange Rate Policy Reformulation for Macroeconomic Performance: the Inclusive Nominal Exchange Rate (INEX). Lessons from Indonesia in ASEAN-10	Doctoral Program of Economics Surabaya, INDONESIA
3	Dr. Maria Elena D. David	Enhancing Teaching Learning Process Through ICT	Tarlac State University, Philippines
4	Prof. Dr. Ady Soejoto, S.E., M.Si	Typology of Regional Economic Development Patern	Universita Negeri Surabaya, Indonesia

PARALEL SESION INTERNATIONAL ON ECONOMIC EDUCATION & ENTREPRENEURSHIP 2016		
	RUANG	: GEDUNG G2.01.01
	MODERATOR	: Clarashinta Canggih, S.E, CIFP (UNESA)
	WAKTU	: 13.30 - 17.30 pm
	TEMA	: Research on Economics, Accounting, Management, and Islamic Economics
No	Author	Title
1	Hendra Riofita	The Influence Of Word Of Mouth Toward The Customer Motive (Case Study Man 2 Model Pekanbaru)
2	Darajat Tirtayasa, Hendro Prasetyono	Indonesia Prediction Invortex Asean Economic Community (AEC)
3	Kardius Richi Yosada	Developing The Border Area Of Entikong In The Perspective
4	Dzin Nuroini	Of Economy Concept Of Rational Economic Measures In Islam And Conventional Economic Perspective
5	Masruchan	Tourism Religi Tomb Of Gus Dur (Study of Social Life and Community Economic Hamlet Tebuireng Cukir village Diwek District of Jombang)
6	Abid Muhtarom	The Impact Of Mining Materials C Mining District Revenue Contribution Lamongan
7	Merlyawati Priyantini	Understanding Islamic School's Student To Business Sharia
8	Dedy Wijaya Kusuma	Agrotourism Development Through Community Organizing Of Tourism Village
9	Citra Ramayani, Jolianis Jolianis	Regional Spending at The Regency/City Of Sumatera Barat
10	Corry Yohana	Relationship Between The Adversity Quotient And Self Efficacy With Lecturer's Work Stress At State University Faculty Of Economics Jakarta (Case Study: Faculty of Economics, University of Jakarta)
11	Saino	excistence traditional market in global market
12	Ardiansyah	An Analysis Of Education Level And Income Effect To The Number Of Poor Inhabitant In Indonesia During Period 1996-2015
13	Satriawan Wicaksono	The Influence Of Transformational Leadership On Implementation Of Knowledge Management With Market Culture
14	Azhar Dwinanto	Contextualism Reinterpretation Local Wisdom in The Islamic Society Java Economic Pragmatism
15	Rosida Rossy	The Competency Of Self-Management In The Global Economy Era
16	Lucky Rachmawati	Indonesian Inflation Forecast Models Using ARCH / GARCH

PARALEL SESION INTERNATIONAL ON ECONOMIC EDUCATION & ENTREPRENEURSHIP 2016		
	RUANG	: GEDUNG G2.01.02
	MODERATOR	: Choirul Nikmah, S.AB, M.BA (UNESA)
	WAKTU	: 13.30 - 17.30 pm
	TEMA	: Research on Economics, Accounting, Management, and Islamic Economics
No	Author	Title
1	Azizul Kholis	Accounting Graduated Skills Based On Indonesian Qualification Framework (IQF): Empirical Study In Medan City
2	Victry Erlitha Picauly	The tendency of consuming Attitude of The Student at economic education study program State University of Malang
3	Ansofino Bin Anas Yatim, Ai Farida Farida, Afrital	Mitigation And Adaptation Of Climate Change Impact On Farmers Household Welfare According To West Sumatra Agro Ecology Zone
4	Yovhan Firdiansyah	Ict Based Employee Performance Improvement In The Region Vii Kopertis East Java
5	Ade Rustiana, Kemal Budi Mulyono, Sandy Arief	How Does Consumer Culture Effect Consumption Behavior? (Empirical Studies in Faculty of Economics, Semarang State University (UNNES)
6	Rm Riadi	Performance Analysis Of General Hospital Arifin Achmad Riau Province Through Balance Scorecard (BSC)
7	Ansharullah	The Analysis of Social Capital Continuum Level at Faculty of Education and Teacher Training in Establishing the Vision, Mission and Objective of Islamic State University of Sultan Sarief Kasim Riau
8	Rachmat Sunnara	Trend Analysis Islamic Economy In Indonesia In The Era AEC
9	Yosia Dian P.W, Ridaul Innayah	Application Of Tax Amnesty In Indonesia , is it necessary?
10	Dyah Kartiko Muktiningsih, Muhammad Saleh, Moh. Adenan	Kyai Leadership Role In Improving The Quality Of Human Resources In Kyai Syarifudin Foundation Lumajang
11	Abid Muhtarom	The Impact of Mining to The District Revenue and Its Contribution to Lamongan
12	A'rasy Fahrullah, Sri Abidah Suryaningsih, Khusnul Fikriyah	Workers Salary In Islamic Perspective
13	Ady Soejoto, Hendry Cahyono, Ni'matus Solikhah	Solow growth model in ASEAN
14	Moch. Khoirul Anwar	Qurani Perspective of Entrepreneurship
15	Musdholifah, Ulil Hartono	Theoretical Study: Banking Crisis Triggers Factor
16	Muhammad Abdul Ghofur	Labor Demand, Minimum Wages and Competitiveness Indonesian Workers
17	Finisica Patrikha	Consumer Behavior: The Analysis of the Impulse Buying Factors In Modern Retail

PARALEL SESION INTERNATIONAL ON ECONOMIC EDUCATION & ENTREPRENEURSHIP 2016		
	RUANG	: GEDUNG G2.01.07
	MODERATOR	: Dr. Yudi Supiyanto, M.Pd (Unirow)
	WAKTU	: 13.30 - 17.30 pm
	TEMA	Innovation in media and the use of ICT in economic education
No	Athor	Title
1	Muhsin Muhsin, Ahmad Nurkhin and Hengky Pramusinto	Intention To Use E-Journal; A Unified Theory Of Acceptance And Use Of Technology Perspective
2	Agung Listiadi	Moderating Attitude To Ward On Accounting Capabilities With Self-Efficacy
3	Dicki Hartanto	The Usage Of ICT Through E-Learning Implementation Based On Islamic Integration In Economic Education Learning Process At UIN Sultan Syarif Kasim Riau
4	Kurnia Martikasari	Developing Hot Potatoes-Based Materials In Statistics Subject For Economic Education Students
5	Herla Waty	He Use Of Multimedia As A Medium Of Learning In Children
6	Hairatul Rahmayanti	Methods Of Cooperative Learning Stad (Student Teams Achievement Division) To Improve The Learning Results On Economic Lesson Of Students In Xi Ips 2 Class Sma Negeri 1 Pulau Laut Timur
7	Dr. Susanti Msi and Vivi Pratiwi Spd	The Effectiveness Of Use Ict Based Learning Evaluation Tool Using Wondershare Quiz Creator In Accounting Learning
8	Syamsul Arifin	Gadget Smartphone Utility and Learning Facility on Economics Learning Achievement
9	Firyal Syadza, Usep Suhud and Dientje Griandini	The Influence Of Self Efficacy, Perceived Enjoyment, Performance Expectancy And Subjective Norm On Behavioral Intention To Use Tablet Of Employees In Jakarta
10	Triesninda Pahlevi	Blended Learning: A Learning Method Development of e-Learning
11	Agustin Tri Murni	Implementation of blended learning with scientific approach to enhance economic studies
12	Muhamad Iskhak	ICT-Based Learning in Developing the Economic Literacy of High School Students (SMA)

PARALEL SESION INTERNATIONAL ON ECONOMIC EDUCATION & ENTREPRENEURSHIP 2016		
	RUANG	: GEDUNG G3.01.01
	MODERATOR	: Dra. Entri Sulistari Gundo, M.Si (UKSW)
	WAKTU	: 13.30 - 17.30 pm
	TEMA	: Innovation in Teaching, Learning, and assessment in economic education
No	Athor	Title
1	Farida Kohar and Julianti Simatupang	Pengembangan Bahan Ajar Prakarya Dan Kewirausahaan pada Materi Kerajinan Tekstil untuk Siswa Smk Kelas X Berbasis Kurikulum 2013 Di Smk Negeri 2 Kota Jambi
2	Lusia Insiroh	The Establishment Of Character Education Toward The Student As A Strategy In Dealing Aec
3	Diah Dinaloni	Self-Regulated Learning of Economics Teacher At Senior High School
4	Bano Wati	Creativity And Innovation Of Teacher In Order To Educate The Nation's Children
5	Widya Dorestiawati	Humanizing the Classroom Learning Model: An Effort to Increase the Personal Skill of the Students
6	Khasan Setiaji and Widiyanto	Economic Environmental Learning for Increasing Economic Morality (Case Study Senior High School "Green School" in Demak City)
7	Widiyanto	Teaching according to the manner of the brain learning
8	Denis Satya Wardana	Writing Skills Enhancement Letter Of Business Through The Method Of Inquiry Student Education Office Administration Faculty Of Economic Unesa
9	Siti Sri Wulandari	Application Whole Brain Teaching And Cooperative Learning To Overcome Learning Difficulties And To Instill Character Education
10	Nita Oryza Tzuroyya	Making Innovative, Active And Inspiring Learning On Economic For Sma Negeri 1 Kuaro Students
11	Nurullah Baha Udin	Utilizing Authentic Problem Based Learning Method As A Part Of Contextual Teaching And Learning Model For Improving Students' Achievement In Entrepreneurship Subject
12	Munawaroh Munawaroh and Nanik Sri Setyani	Effect Of Application Savi Approach Aided Audio Visual Media In The Problem-Based Scientific Learning On Student's Competence In Economic Subject
13	M. Syamsul Aripin	Factors Analysis That Affect The Timely Completion Of Studies And The Implications Toward The Quality Of Graduates
14	Dr. Sumartini Mp, Prof Dr H Disman Ms and Fazar Nuriansyah	Implementation Model of Problem Based Learning to Increase Student Understanding of the Accounting Education In the Chapter Income Tax 21
15	Rochmawati Rochmawati and Suci Rohayati	Impact Of The Use Of Student Work Sheet Material Cost Accounting To Learning Outcomes Of Education Accounting Department Faculty Of Economics Unesa
16	Joni Susilowibowo and Han Tantri Hardini	Internalization Rationality And Morality In Learning Economy
17	Dian Eka Prasastianta	The Influence Of Spiritual Quotient (Sq) Ma Student Toward Consumption Patterns At Nurul Huda Sedati Sidoarjo
18	Nur Faiqotul Himmah	EFFECT OF APPLICATION SAVI APPROACH AIDED AUDIO VISUAL MEDIA IN THE PROBLEM-BASED SCIENTIFIC LEARNING ON STUDENT'S COMPETENCE IN ECONOMIC SUBJECT
	M. Syamsul Aripin	

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	RUANG	: GEDUNG G3.01.03
	MODERATOR	: Drs. Pudjo Suharso, M.Si (UNEJ)
	WAKTU	: 13.30 - 17.30 pm
	TEMA	: Innovation in Teaching, Learning, and assessment in economic education
No	Author	Title
1	Dedy Rahadian	Sertifikasi, Professionalisme, Dan Inovasi Guru Dalam Proses Kegiatan Belajar Mengajar
2	Masnurul Hidayat	Integration of Economics Education on Student Routines: Implementation Pumping Student Learning Models
3	Leni Permana	Models of Teaching Applied by Economics Teacher in Classroom : Evidence from Bandung, West Java
4	Durinda Puspasari	The Perception Students Against A Model Of Learning Snowball Throwing On Courses Introduction Of The Administration And
5	Vishal Khasgiwala	Management Effect of flip classroom in the students learning
6	Suci Rohayati, Luqman Hakim and Eko Wahjudi	Learning Media Monopoly Game Improvement Of Learning Solutions Accounting Shari'a
7	Tri Sudarwanto	Prakerin Effect Of Readiness Program Skills Marketing Students In Surabaya Smkn 10
8	Jun Surjanti	Applying Outcome Of Esd-Based Contextual Learning And Used Mangrove Forest Media
9	Rosmiati Rosmiati	The Effect Of Applying The Learning Cycle 5-E On Student Learning Outcomes On Economic Subject In Sman 8 Jambi City
10	Yunesia Pramesthi	The Importance Of The Understanding Uud 1945 Article 33 Paragraph 1 In Learning Of Economic
11	Imroatul Rosida	Quantum Learning Model-Based Hard Skill and Soft Skill Development in Growing the Spirit of Entrepreneurship
12	Mohammad Irbabullubab	Sociodramas Application Method In The Subject Of Accounting Class Xi Ips To Improve Understanding Of Students. (Research In Class Xi Ips Madrasah Aliyah At- Taqwa Cabean)
13	Renny Dwijayanti	Entrepreneurship education in Higher Education's Model Through Sustainable Learning Process
14	Riswan Jaenudin and Edutivia Mardetini	Implementation Of Advance Organizer Model To Increase Social Studies Learning Outcomes In Economic Education Sriwijaya University (Unsri)
15	Albrian Fiky Prakoso and Ni'matush Sholikhah	Efforts To Improve Understanding The Concept Of Economics Of Course Introduction To Economic Theory Micro Success Through Learning Theory Cone
16	Novi Marlana	Implementation Of Learning Method Throwing Snowball To Improve Student Learning Outcomes Of Operation Management Course
17	Retno Mustika Dewi	Handout's Development of Teaching Basic Skill
18	Durinta Puspasari	The Effectiveness Of The Use Of A Model Of Learning Cooperative Make A Match In The Course Of The Theory Of Learning

PARALEL SESION INTERNATIONAL ON ECONOMIC EDUCATION & ENTREPRENEURSHIP 2016		
	RUANG	: GEDUNG G3.01.05
	MODERATOR	: Dra. Sudarmiani, M.Pd (IKIP PGRI MADIUN)
	WAKTU	: 13.30 - 17.30 pm
	TEMA	: Innovation in Teaching, Learning, and assessment in economic education
No	Author	Title
1	Gimin Kromotaruno, Sri Kartikowati and Gani Haryana	A Planning Design of Micro-Teaching Course (Study from University of Riau – Indonesia)
2	Sudarmiani -	Application of the Learning IPS Model Live To learning outcomes Student at Public Junior High School 12 Madiun City
3	Khoiriyah Ningsih	Application of Problem Based Learning Model in Scientific Approach to Improve Critical Thinking Skills and softskills Students
4	Nurmala Sari	The Efforts To Improve Skills Up A Business Plan Through E -Learning In Entrepreneurship Course At Economic Education Fkip Jambi University
5	Novia Sri Dwijayanti	Interactive Learning Media Development By Using Aurora Persentations Program To Increasing Student Learning Outcomes In Social Science Subjects At Smk 5 Jambi City
6	Raya Sulistyowati	Impact Of Entrepreneurship Learning Toward Entrepreneurship Attitude Of Vocational High School Students In Surabaya
7	Illa Uma'Rifah	The Influence Of Social Attitudes And Learning Activities For Learning Achievment Of Social Science Subject At Viii Class Mts Mathlaul Huda Malang
8	Basuki Rohmad	Application Of Quantum Learning Model In Improving Student Learning Motivation To Study In Economic Madrasah Aliyah Fathul Hidayah Lamongan
9	Ahmad Sirojudin Abbas	Innovative Learning and Authentic Assessment in the Framework Creating Effective Study on Senior High School (SMA / MA)
10	Sumarno Sumarno	Improving Students' Learning Activity And Outcomes Of Production Management Lecturing Through Contextual Teaching Learning Model
11	Dhiah Fitrayati and Rifqi Evel Abdullah	Evaluation of The Application of Student Activity Sheet Based on Contextual and Problem Solving in The Course Introduction To Microeconomics Theory
12	Endang Sri Rahayu	The Revitalization of System for Creating Professional Teacher
13	Kustamaji Nurhasyim	The influence of spiritual attitudes , motivation to learn , and boarding culture on the learning achievement of economic subjects
14	Sri Umi Mintarti W	Application of Mind Mapping Learning Method to Content Reconciliation On Introduction of Accounting II Course To Improve Student Learning Outcomes at Economic Education Departement the State University of Malang
15	Sela Rachmawati	Development Of Tourism Introductory Module For Class X Smkn 1 Jember Majoring In Tourism At The Basic Competence Describe Kind And Characteristic Of Products And Tourist Object Lessons Of The Year 2015/2016)
16	Novi Trisnawati	Problem Based Learning Model On The Business Law Study
17	Novi Ilham Madhuri	Implementation Of Cooperative Learning On The Economy Indonesia Study
18	Brilliant Rosy	Experiential Learning Approach Solutions In The Course Of Organizational Behavior With Readiness Human Reasearch To Asean Economic Community

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PARALEL SESION INTERNATIONAL ON ECONOMIC EDUCATION & ENTREPRENEURSHIP 2016		
	RUANG	: GEDUNG G2.01.03
	MODERATOR	: Aniek Hindrayani, S.E, M.Si (UNS)
	WAKTU	: 13.30 - 17.30 pm
	TEMA	: Empowerment society by entrepreneur
No	Author	Title
1	Akhyar Hamzah, Nurasmawi Nurasmawi	The Contribution Of National Program For Community Empowerment On Urban (PNPM- MP) To Increase People's Economic In Pekanbaru
2	Mohammed Alkali, Ibrahim Imam Maryam, Abubakar Bello Asmau	Diversity and Access to Loan: Entrepreneurial Challenges in Nigeria
3	Dwi Atmono, Sri Setiti, Reza Reza, Muhammad Rahmattullah, Rizky Maulana	Enterpreneurship Values Of River Scavengers At Lok Baintan Area
4	Ridaul Innayah, Yosia Dian	Empowerment Yellow Pumpkin As Local Materials Snacks (Donut) In The Tuban Community
5	Alfiana Yuli Efiyanti	The Role Of Fisher-Women Entrepreneurs To Generate Family Income - Case In Sendang Biru Coast, South Malang
6	Norida Canda Sakti	Education Development Program Of Economic Non-Formal For Shoes Smes Labor In Prajurit Kulon Mojokerto City
7	Sulistiarti	Empowerment of Women Farmers Group In Order to Grow the Spirit of Entrepreneurship Through Zone Of Sustainable Food Houses Program In Paser Regency of East Kalimantan
8	Windri Sulistiya Ningrum	Empowerment Strategy Of Micro Small And Medium Enterprises (SMEs) As Booster Of Economic Growth In Mojokerto
9	Meriena Putri Ajiwibawani	The Implementation of Achievement Motivation Theory by David C. McClelland as the Effort to Shape Productive Behavior
10	Arifin Anwar	Based Entrepreneurship Boarding School, Efforts Economic Empowerment Community
11	Evi Utami	Coastal Women As Micro Entrepreneur Who Exploit Mangrove Forests With Green Economy And Blue Economy
12	Ruri Nurul Aeni Wulandari	The Contribution Of Entrepreneurship Education In Character Development And Entrepreneurship Intention
13	Sulistiarti	Empowerment of Women Farmers Group In Order to Grow the Spirit of Entrepreneurship Through Zone Of Sustainable Food Houses Program In Paser Regency of East Kalimantan
14	Dwi Atmono, Sri Setiti, Reza Reza, Muhammad Rahmattullah and Rizky Maulana	Enterpreneurship Values Of River Scavengers At Lok Baintan Area
15	Dwi Atmono, Sri Setiti, Reza Reza, Muhammad Rahmattullah and Rizky Maulana	Enterpreneurship Values Of River Scavengers At Lok Baintan Area

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	RUANG	: GEDUNG G2.01.04
	MODERATOR	: Dr. A'rasy Fahrullah, S.Sos, M.Si (UNESA)
	WAKTU	: 13.30 - 17.30 pm
	TEMA	: Growing spirit of entrepreneurship for young generation
No	Author	Title
1	Kardoyo, Ahmad Nurkhin	Islamic Entrepreneurship Education; Case Study at Sekolah Alam Ar Ridho Semarang
2	Margunani, Isti Hidayah, Inaya Sari Melati	Firing Up Excellent Entrepreneur Embryos In Semarang State University, Indonesia
3	Dewi Koryati, Firmansyah, Edutivia Mardeteni	The Effect Of The Field Trip Activities To Motivate Entrepreneurship Students Of Economic Education Study Program At Faculty Teacher Training Of Education (Fkip) Sriwijaya University
4	Jejen Zenal Arifin, Usep Suhud, Dita Puruwita	Do Vocational School Students Have An Entrepreneurial Intention?Extending the Theory of Planned Behaviour
5	Mariana Mariana	Honing Entrepreneurship with Financial Planning Early
6	Nindya Hendra Anggryani	Role Of Emotional Intelligence Form Students Creative And Innovative
7	Nur Fahmi Winawati	Developing Values Of Entrepreneurship Through Student Entrepreneurial Program
8	Evi Aulia Rachma	Urgency Of Character Education And Entrepreneurship Education In Millennial Generation As A Strategy In Facing MEA
9	Agustin Ayu Rizki Diansari	Creative And Innovative Spirit Form Students Through Education In Entrepreneurship
10	Abdi Reza, Usep Suhud and Rohyati	The Influence of Perceived Feasibility, Perceived Desirability, Propensity to Act, Entrepreneurial Education and Entrepreneurial Motivation towards Entrepreneurial Intention among Vocational High School Students in Jakarta
11	Bima Harya Laksmiana Aryana Putra	Urgency Spiritual Intelligence In Forming The Superior Entrepreneurial Spirit
12	Adinda Indra Cipta Andini	Cultivating The Entrepreneurial Spirit of Students Through Character Education
13	Candra Aeni	Factors That Encourage Students Of Economic Education Unirrow Tuban Doing Online Business
14	Fani Tiffani	Skill Personal Influence On The Developmen Of Student Character

PARALEL SESION INTERNATIONAL ON ECONOMIC EDUCATION & ENTREPRENEURSHIP 2016		
	RUANG	: GEDUNG G2.01.05
	MODERATOR	: Dr. Harti, M.Si (UNESA)
	WAKTU	: 13.30 - 17.30 pm
	TEMA	: Growing spirit of entrepreneurship for young generation
No	Author	Title
1	Andia Armelita, Usep Suhud, Tjutju Fatimah	Structural Equation Modelling of Social Norms, Locus of Control, Entrepreneurship Education, and Entrepreneurial Motivation of Vocational High School Students in Jakarta
2	Anwar Khoiruddin, Usep Suhud, Dita Puruwita	The Influence Of Family Support, Economic Opportunity, Innovativeness, Entrepreneurial Education, Entrepreneurial Motivation Toward Entrepreneurial Intention Among Vocational School Students In Jakarta
3	Siti Samsiah	Implementation Of Cooperative Learning Model Problem Based Integrated Technological Pedagogical Content Knowledge (TPACK) In Increasing Competence And Develop Character Student On The Subject Of Economics
4	Chetan Lakhlani, Dr.K.A. Khunt	Reflexive Generation: Inclination for Innovation in young entrepreneurs
5	Dhahlia Achmad	Creative Economy Sector Development: Alternative Solutions Reduce Unemployment Young Age in Indonesia
6	Lilik Ismawati	UKM Broadcast As Business Improvement In Network Marketing Ukm As A Crutch National Economy
7	Hadi Santoso	Effect Of Village Fund Program Spirit Of Entrepreneurship Rural Communities In Sub District Karanggeneng Lamongan
8	Aniek Hindrayani, Budi Wahyono, Inda Fresti Puspitasari	Entrepreneurship Education Toward Entrepreneurial Intentions Of Vocational Students
9	Nanik Nuraini	the influence of cooperative learning model which has entrepreneurship conception toward cooperative attitude in building business of senior high school student
10	Soviah Nursamsi	early age entrepreneurship education in the family
11	Arifin Arifin	Based Entrepreneurship School, Efforts Economic Empowerment Ummat
12	Kodam Didik Kurniadi	di Growing Passion, Design Thinking,And Entrepreneur Inmindsetamong Student
13	Muhammad Wildan Robih	The Implementation Of Work Practices Industry To Build Working Readiness Vocational High School
14	Prevista Nisa	The Implementation Of Csr Exxon Mobil Program As The Development Of Entrepreneurship Spirit Toward Young Generation

PARALEL SESION INTERNATIONAL ON ECONOMIC EDUCATION & ENTREPRENEURSHIP 2016		
	RUANG	: GEDUNG G4.01.06
	MODERATOR	: Dr. Sukidin, M.Pd (UNEJ)
	WAKTU	: 13.30 - 17.30 pm
	TEMA	: Growing spirit of entrepreneurship for young generation
No	Author	Title
1	Fachrunnisa, Usep Suhud, Dita Puruwita	The Effect of Creativity, Risk-Taking Propensity, Entrepreneurial Education, and Entrepreneurial Motivation towards Vocational Schools' Students' Entrepreneurial Intention in Jakarta
2	Nur Aini Anisa	Growing Entusiasism Of Entrepreneurship Of Student Through True Story Of Successful Entrepreneurs
3	Ridwan Sobari, Usep Suhud, Dita Puruwita	The Influence of Personality Traits, Attitude, Entrepreneurial Education and Self-Efficacy toward Entrepreneurial Intention among Vocational School Students in Jakarta
4	Henny Sri Astuty, Yudi Supiyanto	Developing The Spirit Of Entrepreneurship In The Young Generation
5	Yudi Supiyanto, Henny Sri Astuty	Effect Of Knowledge Of Entrepreneurship And Self- Efficacy Interest In Entrepreneurship Motivation Students Through FKIP UNIROW Tuban
6	Veni Rafida	E-Commerce for Beginners and Young Entrepreneur
7	Aliya Fatimah	Economic Transformation Of Mineworker Of Sulfur Evaluated From Education Of Economics
8	Dody Ragil	Grow Creativity And Innovation To Improve Entrepreneur Spirit In ASEAN Economic Community Era
9	Ainul Ulumiyah	The Effectiveness of Students Entrepreneurship Program (PMW) to Created Young Entrepreneur
10	Vitria Puri Rahayu	Internalization the Eight Hidden Values of a Network Marketing Business Robert T. Kiyosaki to Establish Financial Quotient for the Young Generation
11	Angga Irfan Farid	Developing Entrepreneurial Character and Interpersonal Skill Through Contextual Instruction
12	Ning Faidah	Throught Cultural Gatherings Foster Social Entrepreneurship In Young People
13	Harti	Teacher's Entrepreneur Literacy for Learning Development to Suit Future Student's Need in The Competitive Environment
14	Waspodo Tjipto Subroto	The Creative Economic Development To Foster Competitiveness In Asean Economic Community

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**Research On Economics, Accounting , Management,
and Islamic Economics**

QURANI PERSPECTIVE OF ENTREPRENEURSHIP

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Abstract

Al Quran, the main source of Islam, contains with aqidah, shariah, history and ethics that regulate the human behavior and their way of life as the individual as well as social creature. It also provide lesson on how human fulfill their need through entrepreneurship. However, there are still many Muslim who categorized under cultural poverty due to misunderstanding of verse or hadist of Economy. This paper is library research based focusing on literatures that discussed Quranic perspective of entrepreneurship. The data obtained is analyzed through Content Analysis to identify its specific characteristic. The result showed that Al Quran gives a lot of motivation to the people becoming independent in term of economy through entrepreneurship. Besides, Al Quran also teaches the entrepreneur to involve Allah in entrepreneurship hence it resulted on benefit in the world and in the hereafter.

Keywords: al-Quran, entrepreneurship, motivation, world, hereafter

INTRODUCTION

Islam is a universal religion that organizes and guides all aspects of human life, both the vertical dimension (habl min al Allah) and horizontal dimension (habl min al Nas). Al-Quran as a major source of Islamic teachings that contains beliefs, Sharia, history and ethics (moral), regulate the behavior and ways of life of human beings both as individuals and as social beings. Universality apparent, especially in terms of transactions, a very wide field, relative and flexible according to the situation, conditions and domicile. This is diametrically different aspects of worship (formal) which is absolute, permanent, constant and unchangeable as was taught by the Prophet.

The link between the formal aspects of worship (in the narrow sense) and mua'amalah is very interesting illustrated in al-Jumu'ah paragraphs 9-10 below:

"O ye who believe, if called upon to perform prayers on Friday, then made haste to remember Allah ye leave economic activity. That is better for you if you only knew. "If the prayer has been fulfilled, then you shall scatter in the land and seek the gift of (excess) of Allah, and remember God a lot that you prosper".

The above verse contains a wonderful normative teachings as to how should a Muslim on the face of the earth in relation to the implementation of worship and its mu'amalah. The first asserted that the worship (Friday prayers) must be fulfilled when the time has arrived, and all economic activities should be abandoned, so worship finished, man was ordered to immediately mu'amalah back (seek fortune). It shows that the economic activity ordered by the teachings of Islam, as he commanded acts of worship. The balance (equilibrium) between worship and mu'amalah This has always emphasized by Islam.

However, there are many Muslims in Indonesia are included in the category of cultural poverty. BPS data in 2015 showed that the number of poor people (the population with per capita per month is below poverty line) in Indonesia reached 28.59 million (11.22 percent), increased by 0.86 million compared with the condition in 2014 by 27, 73 million people (10.96 percent). Cultural poverty refers to the issue of the attitude of a person or society caused by cultural factors, such as do not want to try to improve the level of life, lazy, spendthrift, not creative, despite efforts of outsiders to help him. Meanwhile, the culture of poverty, a poverty that emerged as a result of the values or culture embraced by the poor, such as a lazy, easy surrender to fate, lack of work ethic and so forth.

MOTIVATION DOING ENTREPRENEUR IN THE QURAN

Quran is the holy book whose main function is as a guide for mankind. This includes giving clues to how humans meet their needs in the field of economics. Quran does not specify in units of practical theoretical economic concepts, but always encourages his people to prosper in the economic field. According to figures from Torrey in Mustaq (1999: 16) that in the Quran there are commercial terms as much as twenty kinds of terminology, which is repeated 370 times. This indicates a presence of a spirit manifestation of a commercial nature in the Qur'an.

Although the Quran does not explicitly provide an explanation related to the concept of entrepreneurship, but many verses in the Quran that motivate people to do business (entrepreneurship), despite the technical language used is different. Among example, in Surah al-Ra'du verse 11 Allah says "... Allah does not change the state of a people so that they change the circumstances that exist in themselves ...". Al-Zuhaily (2011, VII: 135) interprets the verse by explaining that the pleasure or health obtained by a person is due to their own efforts. This verse indirectly motivate people to undertake entrepreneurial activities in order to take their destiny into a better direction to get the pleasure they want.

Likewise, in a letter al-Tawbah verse 105, Allah gives motivation entrepreneurship to his word: "And Say: Work you, then Allah and His messenger and the believers will see your work it, and you will be returned to (Allah) Who Knows be unseen and the real, and preached unto you what you used to do ".

The above verse explicitly orders people to work hard. Suma (2013: 61) suggested that the paragraph above is also well informed about the importance of ratings Allah, His Messenger assessment, and assessment of the believers towards achievement (work) a person. All the achievements were in time in the Hereafter, will be informed and shown transparently what it is, either hidden or apparent. The meaning of the above paragraph is also confirmed by the words of the Prophet, "Verily work to find fortune that halal is an obligation after the obligatory worship" (HR.Tabrani and Baihaqi).

In another verse, Allah says in Surah al-Najm verses 39-40: "And that man can have nothing but what he strives for. and that such efforts will be seen (him) ". It gives motivation in humans that business has been done, including entrepreneurship, there would be the result. Al-Razy (1981, XXIX: 16) analyzes the verse of the Arabic grammar, sentence that uses the word madhi (past) "which has earned". This showed the Quran motivation for people to do business in the spirit of charity, including entrepreneurship. Use the form madhi provide an understanding that the results would be known and felt after running the business by working hard.

Working hard is the essence of entrepreneurship. The principle of hard work, according to Wafiduddin in Aprijon (2013), is a real step which can result in success (sustenance), and must go through a process full of challenges (reziko). In other words, people who dared to pass the risk will have the opportunity rizki great. Words have meaning winged rizki, sustenance once reziko (read: risk).

In the history of the Prophet Muhammad, his wife and most of his friends are traders and foreign entrepreneur parade. He is a practitioner of economic and figure of a model for the people. Therefore, it is actually not strange to say that mental entrepreneurship spirit inherent in Islam itself. Even in the early days of Islam, it can be said that Islam is the religion of the merchants, as Islam spread throughout the world at least until 13 century AD, by Muslim traders.

In another verse, the Qur'an also gives motivational entrepreneurship with economic empowerment starting from a smaller scope, the family. This is in accordance with God's Word in al-Qur'an-Nisa '(4) Paragraph 9: "And let them fear of God those that are likely to leave children weak that they worry about their welfare, let them devoted to God and let them speak true words".

The shape of this empowerment can be done with entrepreneurial development that done by a family, this will create a form of self-reliance economically productive activities. Will eventually realize a family with more increasingly prosperous and independent. Among the indications of this prosperous family is their functional ability in meeting the basic needs so that they can contribute to the needs of society.

The above paragraph in accordance with the public fact that the family environment has an influence on a person's entrepreneurial spirit. In some studies show that parental occupational factor are one of the factor that affect the level of interest and the growth of young entrepreneurs in Indonesia. According to Herdiman (2008), the family became the first environment that fosters entrepreneurial mental for the child. Likewise, according to research in Suharti Galloway (2011) that parents who work as entrepreneurs believed to be entrepreneurial role model that will form the child's interest in entrepreneurship in the future. Suharti also confirmed that students who have a parent with a background of self employment have higher entrepreneurial intentions.

Motivation Quran to do business in the field of economics (entrepreneurship) must be provided also with natural resources on earth. This is in accordance with the word of Allah in Surah al-A'raf (7) verse 10: "Verily, We have put all of you on earth, and we have put you on earth (source) livelihood. so seldom ye thankful ". According to Nawawy (1971, II: 363) intended source of livelihood in the preceding paragraph consists of two parts, the first, the resources (raw materials) is initially provided by God such as natural resources, and secondly, the resources that are the result of human effort. Both are a gift of God to be grateful.

Similarly in Surah Al-Mulk (67) verse 15, God says: "Who has made the earth manageable for you, so traverse its tracts and enjoy a part of his fortune. And unto Him you (again once) are raised. " This verse clearly explains that in doing business in the economic field, man has been given by God related transportation needs. Ibn Kathir (2000, XIV: 75) explains that the verse commanded people to travel to wherever required and scattered in all corners of the earth to carry out a variety of business and trade. All of that is due to the facilities granted by Allah.

Thus every Muslim as an individual has equal responsibility to form and produce productive work. The responsibility of this kind not only dimension of humanity alone, but also divine dimension, meaning that all production activities (economic empowerment), each individual is required to be responsible both in the presence of fellow human beings when both live in the world, as well as in the presence of God when in the hereafter later (Manan, 1980: 60).

Motivation in Quran related to entrepreneurship show that the economic empowerment of the people is a condition expected by Islam, which is where the emphasis is to achieve human welfare. The economic aspect is very important, even in *usul al fiqh* it was one of five aspects that are protected, which is famous

with *al-umur al-daruriyah li al-nas*, namely: religion, life, intellect, lineage and property (al-Zuhaili, 1986: 102). This is in line with the objective of the Shari'ah which is wisdom and human welfare in this world and in the hereafter. The benefit lies in justice, mercy, happiness and wisdom. Ibn al-Qayim (1993: 11) asserts that any action that is contrary to justice, and change grace into trouble, well-being into misery, then it is not related to the Islamic Shari'a.

On the other hand, economic powerlessness is a great danger to the stability of peace, prosperity and security of society, even against one's faith. Moreover, powerlessness is caused by the injustice of the distribution between them, the deprivation of the rights of some people to others, exploitation on helpless communities, then at the moment as it greatly facilitates the instability in the life of society, which in turn will undermine solidarity and love in public. Indeed, in the Quran there is a term of oppressor class (*Mustakbirin*) and the oppressed (*Mustad'afin*) that there is always a conflict between them, but according to Naqvi (1994: 74), this does not mean that Islam legalize social conflict. In this respect the Islamic religion provides rules and regulations for each class in the form of obligations and rights of each. In other words, those who live in the midst of the community should not be leaving the hands, because they have the responsibility of each.

ENTREPRENEURSHIP WHICH BALANCE WORLD AND HEREAFTER

Entrepreneurship taught in the Quran is entrepreneurship that could balance the life of this world and the hereafter. That's because the life of the world and the next world is the true identity that must be endured by humans, so live life to meet the needs of both can not be broken. Creating a balance between this world and the hereafter a part in the teachings of Islam to be implemented by the people. In al-Quran surah al-Qasas (28) verse 77, Allah says:

"And look at what God has given to you (happiness) in the Hereafter, and do not forget your share of (enjoyment) in the world and do good (to others) as Allah has done good to you, and seek not mischief on the earth. Allah loves not those who do mischief. "

The above verse clearly commanded people to balance life and the afterlife. Additionally, Ibn Kathir (2000, X:482) interprets the verse that instructs men to use their wealth and pleasures of the world as a means (intermediaries) in the worship of God with various charities that can bring good fortune in world and the hereafter.

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Therefore, in Islam wealth is not the ultimate goal in life, but it is a medium for creating the commands of Allah. In the end, came the consciousness in man that whatever is done is to Allah, as Allah says in Surat al-An'am verse 162: "Say: Verily my prayer, my life and my death are for Allah, Lord of the Worlds ".

By using the property as an intermediary in order to carry out God's commands, then this will bring peace of life essentials. Therefore, the property is not the main purpose of life but as a way to achieve peace of life in favor of the natural world to the hereafter. This is in contrast to conventional economics that puts mundane as an objective that has nothing to do with God and afterlife at all.

Doctrine balance of the world and the hereafter in entrepreneurship also illustrated beautifully in al-Quran surah al-Jumu'ah (62) verse 10: "When the prayer has been accomplished, then shall ye scattered on the earth; and seek the gift of God and remember God a lot that you prosper ". Connected with the verse, Ibn Kathir (2000, XIII: 563) explains that after God forbid buying and selling when the call to prayer echoed on Friday, then after doing the prayer God instructs that people must scattered on the earth to do entrepreneurship in order to meet the needs. This indicates the teachings of Islam which teaches balance of the world and the hereafter.

The balance doctrine of the world and the hereafter shows that the work ethic in Islam is closely related to values that are contained in the Qur 'an and alSunnah about the "work". According Irham (2012) It is used as a source of inspiration and motivation by every Muslim to perform work activities in various fields of life. The way they understand, appreciate and practice the values of al-Qur 'an and alSunnah about the impetus for the work that shaped the work ethic of Islam.

BRINGING ALLAH IN ENTREPRENEURSHIP

One indication of merit is how he can bring God in his life. In Muslim history, the Prophet explained: "Ihsan (goodness) is you worship Allah as if you see Him, if you do not see Him, He sees you". This hadith shows that the indication of merit is when worshiping God by presenting the closeness of God and God is in front of him as if he saw him. It thus will bring up feelings of fear and the glorification of God and did not violate his order.

Similarly, in entrepreneurship, Allah says in the Quran surah al-Jumu'ah (62) verse 10: "When the prayer is ended, then disperse in the land and seek of the Bounty (excess) of Allah, and remember Allah much, that you're lucky. " Verse instructs to work for a fortune, but end with a command to reproduce the remembrance of Allah.

Al-Maraghi (1946, XXVIII, 103) explains that the verse contains two lessons. First, the verse commands man to bring the activity of God in the world, so they can discern what is halal and what is haram. Second, the verse states that God brings in all the activities can bring good luck, good world and the hereafter. When someone can bring God in its business activities, it can bring sustainable advantage. That is because Allah is the ability to bring to bear ethics and morals in entrepreneurship.

Entrepreneurship that emphasizes ethics and morality already implies excellent service to the consumer, and could give satisfaction to the consumer. That's because among the factors that influence the choice of the consumer is purchasing on psychological factors which consist of motivation, perception, learning, beliefs and attitudes. As described Armstrong in Anwar (2014) that when making a purchase, consumers are influenced by psychological factors which among them is the attitude of religion, politics, clothes, music, food, and so on. this Attitude describes the evaluation, the feelings, and the tendency of a person who is relatively consistent to an object or idea, and in the end will bring up ratings like it or not.

Therefore, the company is not enough to just provide the product to the consumer, but also must consider how to give the product to consumers. In addition to giving consumers the desired information should be done honestly and as best as possible, so that it can give satisfaction to the consumer. Satisfied consumers will always buy products sold by the company, as well as effective marketer through positive Word of mouth (Anwar, 2014).

Bringing Allah in entrepreneurship is part of the unity (Tauhid) that will awaken people to recognize the existence and oneness of Allah SWT that contain the consequences of the conviction that everything comes from God and turn to Him ended. He is the sole and absolute owner of everything that exists. This belief leads a Muslim to say: "Truly, my prayer, my worship, my life and my death are merely for the sake of Allah, the Lord of the Worlds (QS. Al-An'am: 162).

Tauhid or belief have an important role in the economy of Islam, because it will directly affect the way in shaping the personality, behavior, lifestyle, tastes, and preferences of men, including attitudes towards fellow human beings, resources and environment. Tauhid would also be a moral filter that gives meaning and purpose in the use of resources, and also to motivate the necessary mechanisms for effective action.

In addition, the views of tauhid also produce the oneness of humanity. This could lead someone to avoid all forms of exploitation of human beings. From here it is understandable why Islam not only prohibits the practice of usury and theft, but also fraud even though veiled, but also prohibited from offering goods when consumers accept the same from others (Shihab, 2003: 401).

Follow the basic principles of tauhid, Islamic economics is also called Rabbani economics who follow the rules of the Divine. With reference to the rules of the divine, every human action has moral and religious values. Every human action can not be separated from values, which are vertically (habl min Allah) reflect good morals, and horizontally (habl min al-Nas) benefit for humans and other creatures. So, in addition to Rabbani economics, Islamic economics is also a human economy, because in Islamic economics human resources become the most important factor. Man became the center of the circulation of the economic benefits of the various existing resources.

CONCLUSION

The exposure above shows that the Quran motivate a lot the people to power in the economy through entrepreneurship that does not harm others. On the other hand, humans are commanded to make entrepreneurship and pleasures of the world as wasilah (intermediary) in conducting the worship of God with the various charities that can bring happiness of the world and the hereafter. Moreover, the Quran also teaches that an entrepreneur can bring God in its entrepreneurship. The ability to bring to God in entrepreneurship can bear ethical and moral values of entrepreneurship, which in turn can bring sustainable benefits.

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