

COVID-19 dan pemulihan ekonomi: strategi pengembangan kewirausahaan sosial Islam dengan pendekatan Analytic Network Process-Benefit Opportunities, Cost and Risk (ANP-BOCR) = COVID-19 and economic recovery: Islamic social entrepreneurship development strategy with Analytic Network Process Benefit, Opportunities, Cost Risk (ANP-BOCR) Approach

Adek Vania, author

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Abstrak

Kewirausahaan sosial Islam mempunyai peranan yang sangat penting dalam mendukung peningkatan kesejahteraan sosial dan ekonomi terutama dalam rangka pemulihan pandemi COVID-19 saat ini. Seiring dengan meningkatnya reliugisitas masyarakat, solidaritas sosial serta adanya perubahan pola hidup dan berkembangnya inovasi dan teknologi perlu didukung dengan strategi pengembangan kewirausahaan sosial Islam yang tepat. Walaupun pertumbuhan ekosistem kewirausahaan cukup pesat, masih banyak kendala dalam pengembangannya. Penelitian ini mencoba untuk mengidentifikasi penyebab serta faktor-faktor yang dominan menjadi hambatan dalam pengembangan kewirausahaan sosial Islam dengan pendekatan metode Analytic Network Process (ANP) BOCR termasuk solusi dan strategi yang diusulkan. Berdasarkan urutan prioritas, maka alternatif aspek masalah menunjukkan bahwa Sumber Daya manusia menjadi aspek prioritas, selanjutnya diikuti oleh aspek pemasaran, pendanaan, dan kelembagaan. Penguraian solusi secara keseluruhan menghasilkan urutan prioritas 1) Peningkatan pelatihan dan keterampilan 2) inovasi dan pemanfaatan teknologi, 3) Pemanfaatan ziswaf dan pembiayaan mikro syariah 4) regulasi untuk legalitas sosial entrepreneurship. Sedangkan prioritas strategi yang dianggap dapat meningkatkan pengembangan kewirausahaan sosial Islam terdiri dari: 1) Intervensi kurikulum pendidikan untuk pembentukan perilaku dan Jiwa kewirausahaan 2) Pemberdayaan komunitas/lembaga Islam seperti Masjid dan Pesantren, dan 3) Optimalisasi dukungan Pemerintah melalui regulasi pada ekosistem syariah

.....Islamic social entrepreneurship has a very important role in supporting the improvement of social and economic welfare, especially in the context of recovering the current COVID-19 pandemic. Along with the increase in community religiosity, social solidarity as well as changes in lifestyle and the development of innovation and technology need to be supported by appropriate Islamic social entrepreneurship development strategies. Although the growth of the entrepreneurial ecosystem is quite rapid, there are still many obstacles in its development. This study tries to identify the causes and the dominant factors that become obstacles in the development of Islamic social entrepreneurship with the BOCR Analytic Network Process (ANP) method approach including the proposed solutions and strategies. Based on the order of priority, the alternative aspects of the problem indicate that human resources are the priority aspect, followed by marketing, funding, and institutional aspects. The breakdown of the overall solution resulted in a priority order of 1) Improvement of training and skills 2) innovation and use of technology, 3) Utilization of Ziswaf and Islamic microfinance 4) regulation for the legality of social entrepreneurship. Meanwhile, strategic priorities that are considered to be able to increase the development of Islamic social entrepreneurship consist of: 1) Educational curriculum interventions for the formation of entrepreneurial behavior and spirit 2) Empowerment of Islamic Communities/Institutions such as Mosques and Islamic Boarding Schools, and

3) Optimizing Government support through regulations on the sharia ecosystem.